



# FINANCIAL TIMES

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## PROBLEMS SUMMARY

### BUSINESS

#### Reed and a Equities pels and gilts itish hold up well

• **GILTS** were undismayed by the June trade figures. Medium- and longs made up earlier losses, while most shorts also recovered some lost ground. FT Government Securities Index eased 0.04 to 62.55.

• **EQUITIES** tended to hold up fairly well in thin trade. The FT 30-Share Index edged down 0.4 to 389.1. Gold mines continued their slightly better trend, their index rising 1.6 to 140.3.

• **STERLING** closed at \$1.7815, down 65 points. Its trade-weighted depreciation widened to 38.8 (38.5) per cent; dollar's widened to 2.21 (2.13) per cent.

• **WHITEHORN** in Whitehall over some of \$50 British in Uganda.

• **Uganda** said the situation is given.

• **Small groups of** were reported crossing into Kenya. Back 6. Editorial Comment.

#### 0 fines in ies cases

a cat and a monkey in three more anti-ribes on yesterday. Three men, including a who landed a boxer boxer, were fined a total of £1 at Chatham. At British Airways is in respect of a cat down first class from its owner flew second— it should have had an ice and travelled in at St Austell, Cornwall, a of a West German is fined £100 because the monkey appeared on deck.

• **ght powers** bought Bill published gives water under-towers to cut supplies in areas, first by limiting or by rationing or cut. Page. In Mexico up 10 people were reported or affected by floods continuous rains. In 4 people died in mon-

• **sea deaths** men have died in sea accidents, making five oil and gas explorations this month and 11. A Texan pipeline ruptured after being down to in Aberdeen on Tuesday, when a diver perished 30' in Aberdeenshire yesterday.

• **die probe** bid Ennas, Social Secretary, has ordered an into how a jobless Liverpool labourer—jailed for six years on swindled £26,000 out of security over seven

• **GOVERNMENT** is believed to be considering informal advice from within Maritime Fruit Carriers that the shipping company may be a suitable case for liquidation. Back Page

• **MORE HYPERMARKETS** and superstores could be developed under policy proposals published by the Department of the Environment. Back Page

• **MORTGAGE RATE RISE** is not needed immediately but the prospect cannot be completely ruled out said the chief general manager of Nationwide Building Society. Page 9

• **RAILWAYMEN** voted at their annual conference to support the next round of pay restraint. Page 8

• **MINERS** have sent to the Coal Board their claim for early retirement from January. Steelworkers also decided to press for retirement at 60. Page 8.

• **COMPANIES**

• **FODENS** made a firm pre-tax loss in the year to March 31, compared with a 20.95m profit the previous year. Page 26 and Lex.

• **THORN** Electrical Industries boosted pre-tax profit to £74.4m in the year to March 31, with growth overseas more than offsetting a decline in the U.K. Monochrome TV and audio equipment industry faced serious competition from Far East imports, the company warned. Page 26 and Lex.

• **PRICE CHANGES YESTERDAY**

in price unless otherwise indicated)

Travis & Arnold 103 + 4

RHES 100 + 15

Engineering Equipment 75 + 4

TD (S. & W.) 154 + 4

Vita 103 + 4

(A.) 130 + 5

161 + 6

Comber-Mars 100 + 4

nds. 140 + 10

Construction 82 + 17

Wood Steel 35 + 3

Wrightson 180 + 2

Wrightson 54 + 3

Super 46 + 3

Super 110 + 10

Godwin 22 + 3

(G.F.) 22 + 3

Wham Manuf. 74 + 4

Matthews (B.) 85 + 6

(J.) 112 + 4

U.K. Optical 168 + 15

Poseidon 265 + 10

## SPENDING CUTS: The Government prepares . . .

# Callaghan ultimatum to MPs and unions

BY RICHARD EVANS and ROY ROGERS

THE PRIME Minister issued an ultimatum to both Labour MPs and the TUC yesterday to accept of the day there will be no further spending cuts by the Labour Government.

Although no details of the cuts were revealed, the TUC's key economic committee and will insist on relying exclusively on the votes of Labour MPs to get the cuts through the Commons.

Mr. Callaghan, in particular, left no room for doubt that he would regard the issue of the cuts as a matter of confidence and will insist on relying exclusively on the votes of Labour MPs to get the cuts through the Commons.

"If we choose the first course, our recovery gathers strength.

But there was also some support for public expenditure cuts.

All the gains we have made will be thrown away. The Tories will inherit the rewards of all our sacrifices and the North Sea will be producing oil for a Conservative Government."

The Chancellor made it clear there was no real alternative to reducing the budget deficit. This meant either taxing more or spending less. He argued that

"This Government cannot govern and survive unless we have the support of the Parliamentary Labour Party and the trade unions," he declared.

No government could give an absolute guarantee that its strategy would be a success, Mr. Callaghan pointed out. But there was an ample and impressive evidence to support both at home and overseas.

"We think we are on the right course. We are running a high risk economy and there are no easy solutions," he warned.

The theme of Mr. Healey's speech, which follows similar exercises he has conducted before the Tribune group and the Manifesto group of moderate MPs, was that the proposed cuts must go through if foreign confidence in Britain was to be sustained and the Government's future assured.

"The choice is clear. Either we risk being pushed by a collapse of foreign confidence into a massive deflation, or we in areas like social services, move steadily back to full em-

ployment and get out of debt as action wherever cuts are planned.

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## Visible trade gap increases to £360m.

BY PETER RIDDELL, ECONOMICS CORRESPONDENT

BRITAIN'S visible trade deficit increased during June from £350m to £380m—a rise of £19m. It is now the biggest since last August.

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BALANCE OF PAYMENTS			
	Seasonally adjusted £m.	Current Account	
	Visible	Invisibles	
1975			
1st	— 850	+ 384	— 466
2nd	— 681	+ 321	— 360
3rd	— 986	+ 415	— 571
4th	— 683	+ 380	— 303
1976			
1st	— 470	+ 410	— 60
2nd	— 964	+ 390	— 574
Jan.	— 197	+ 137	— 60
Feb.	— 252	+ 126	— 117
Mar.	— 20	+ 137	— 117
Apr.	— 243	+ 130p	— 133
May	— 341	+ 130p	— 211
June	— 360	+ 130p	— 230
			p projections

for the first time this year the three month volume increase for imports is higher than that for exports.

This may have been affected by the June figures and the official view is still one of confidence.

Moreover, exporters appear to have been keeping their prices much firmer in foreign currency terms, thus taking in the benefits from the fall in sterling earlier, unlike previous depreciations.

This is reflected in a deterioration of only 1.1 per cent. in the terms of trade—the ratio of export prices to import prices—between the first and second quarters of the year.

The result has been to distort the usual "J-curve" pattern after a depreciation and make much more difficult any balance of payments projections.

Consequently, after a widening of the current account deficit from £60m to £574m between the first two quarters of the year, with the 1975 deficit of £17m.

A feature of the figures has been the continued sharp growth in exports to North America and the EEC—up by 13 and 14 per cent. respectively in value terms on a three-monthly basis.

It is suggested in Whitehall, however, that this rise is distorted by exceptionally heavy imports of aircraft, ships and oil equipment, so that, after excluding these categories, the rise in imports of finished manufactures is well under half the apparent rise.

The rate of growth of exports may be slowing down slightly, with a 4 per cent. volume gain between the two quarters, and

This is still in the range of £1.5bn to £1.7bn, as implied in the Budget speech, compared with £200m to £274m between the first two quarters of the year.

Table Page 7

£ in New York		
	July 14	Previous
1st	£1,175	£1,120
2nd	1,175	1,120
3rd	1,175	1,120
4th	1,175	1,120
12 months	3,545-3,570	3,400-3,560
12 months	10,70-10,80	10,45-10,55

## Every spending Ministry told to make contribution

EVERY spending Ministry has been asked by the Treasury to make some contribution to the cuts due to be announced by the end of next week or at the beginning of next week.

The most likely moves on housing are (a) further encouragement to councils to make package deals involving houses below Parker Morris standards on local authority land and (b) a further squeeze on local authority loans to house buyers.

Local authorities will be asked to reduce the subsidy on fares and additional rent increases late in 1977 are under study. But the first task is to find a way of

reducing their revenue spending to within the limits set for 1976-77. The Department of the Environment is not yet confident of its ability to do this.

DEFENCE: another "difficult" Ministry. A cut of £100m. in next year's appropriation of £4.6bn

LOMBARD

# The realities of Fund's new role

BY C. GORDON TETHER

THE International Monetary Fund becomes apparent — or so, it seems, to me — that the Fund main purposes — to perform the no longer possesses what those functions of an international in charge of a surveillance job most need. Which is of course to keep the world's money wheels turning smoothly by borrowing funds from countries in surplus and lending them to those in deficit. Where has it been left by the fundamental overhaul of its structure?

One can argue that this process is destined to take such a heavy toll of its disciplinary powers by eliminating the mechanisms through which they were supposed to operate that it has effectively ceased to count for anything in this sense. And from there one can go on to make the point that, as its capacity to lend has at the same time been strengthened, it must be seen from now on primarily as a source of financial assistance.

It is interesting to see that this portrayal of its new revised role is hotly disputed in an article on "The Fund after Jamaica" contributed to its quarterly bulletin, *Finance and Development*, by its Economic Counsellor, Mr. Polak — one of the principal architects of the new look.

## Surveillance

He agrees that the new arrangements give members a freedom of choice denied to them under the former rules, as an essential part of the arrangements for preserving law and order in world monetary affairs. But he goes on to stress that they also place on the Fund the responsibility for establishing firm surveillance of such arrangements as members adopt and of working out principles to guide them in their exchange rate policies and then to supervise their adherence to those principles.

He concedes that, with respect to currencies that truly float, it is probably going to be more difficult for the Fund to exercise some kind of a supervisory authority on exchange rates than it was in the past when they were tied to par values. But he then goes on to claim that the Fund's power over exchange rates has increased. Why? Because, he says, we find special members who peg their rates — and who are very much to the majority — consider it much more natural when in the past for Fund officials to discuss with them whether the peg is right.

There is obviously something in what he says. The Fund is clearly going to continue to have some concern with exchange rates. But when his presentation of the new picture is subjected to close examination, it soon

begins with, though the freely floating currencies over which the Fund admits to having virtually no control are very much a minority, they are also far and away the most important. And, as the experience of the past few months has graphically illustrated, their increasing volatility is rapidly becoming a destabilising factor in world monetary affairs of the greatest significance. Moreover, the reverberations of their increasingly violent movements are apt to unsettle or undermine the rates of that great majority of currencies whose rates are pegged.

## In last resort

Again, I would have thought that it would have been very unwise for the Fund to assume that the fact that many of the countries in the "pegged rate" category are willing to consult it about the rate they should choose can be interpreted to mean that its power over exchange rates has increased.

Given the present turbulent state of the world's monetary situation, all countries stand increasingly in need of all the information and advice they can get on the exchange rate issue. But their willingness to go to the Fund for it, being one of the best available sources, does not mean that in the last resort, they won't do what they consider would be best for themselves rather than for the general good.

Finally, the fact that the Fund has been entrusted with a surveillance function in the new set-up which includes the right to draw up guidelines does not mean that it is going to be able to exercise it. It was, indeed, given the job of preparing suitable guidelines for a floating rates way of some considerable time ago and made some effort to respond. The fact that the world is being increasingly drawn down the slippery path of competitive devaluation shows just how empty a gesture this has turned out to be.

The reality would seem to be that the Fund's attempt to present itself as still being with it in the disciplinary sense is largely a matter of wishful thinking. It will have to be much more prepared to come to grips with the international financial world as it is before it can lay claim to being back in business in this sense.

## TV Radio

Indicated programme is black and white.

**BBC 1**

7.05 a.m. Open University (UHF only). 12.30 p.m. On The Move. 12.30 Decision in New York: Full coverage of the Democratic Convention vote. 1.15 News. 1.30 Bagpuss. 4.23 Regional News (except London). 4.25 Play School. 5.00 Newsround Extra. 5.45 News. 6.00 Panorama Special (London only).

**BBC 2**

6.50 Bellamy's Europe. 7.20 Top of the Pops. 8.00 The Grand Prix Night of the Stars.

**ITV**

2.00 News. 9.25 The Royal International Horse Show.

**1045 Panorama Special: The Next President?**

11.15 The Sky at Night.

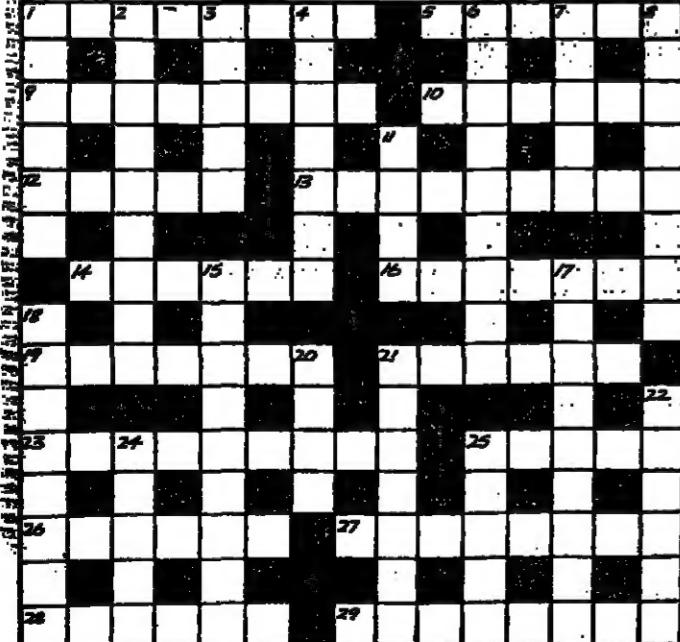
**11.45 Weather/Educational News.**

**12.30 Newsround Extra.**

**12.45 BBC 1 except at the following times:**

Wales: 1.30-1.45 p.m. Billboard. 5.15-5.40 Heddwch. 6.00-6.25 Wales Today. 11.45 News and Weather for Wales.

## F.T. CROSSWORD PUZZLE No. 3,131



Solution to Puzzle No. 3,130

**PUFFIN OVERDO**  
ELM O O V  
CARAWAY MINUTES  
R T G B L G R  
ALL THE SAME HOST  
EL R L T  
DENSE TALLYMAN  
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PARTISAN AISLE  
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SARI SEE THROUGH  
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## Ontario by MAX LOPPERT

two performances, on and partly because there is still so much in it that is masterly. The effortless closing of each act, for example: a spirited bravura by Alan Kitching of air for the nobly determined heroine Adelaide in the first, a slow, effulgent lyrical meditation for Lotharius in the second. In the latter, the countertenor John York Skinner was a clear, musical, unaffected singer. He was not also the actor, for John Angelo Messana, still suffering the indisposition that partly robbed York of his Orlando a fortnight ago, mimed the part from the stage—sensitively, apart from the floridity of gesture typical of this performer. As Adelaide, Edwina Harrhy combined emotional power, rhythmic acuity, glittering tone (at times excitingly close to hardness), flashing eyes, and handsome carriage as an opera seria heroine of uncommon vivacity and communicative presence.

The others in the cast of six were not on this level. Sydna Withington, though semi-tempered vigorously as the wicked usurping Queen Maitilda, was kept in her contralto music in what is apparently the least resonant octave of her voice. Brian Burrows, in Handel's first significant operatic tenor part, the tyrant Berengarius was neat but lightweight; as his son Isolde, Linda Hirst put to musically expressive use some particularly elegant and telling. Several arias were cut complete, and the middle, and repeat sections of several others—necessarily, probably, but still rather unkind. When are we to see a major Handel opera mounted with all the lavishness denied to the present operatic life?

It is, of course, comical. If a happy and pleasant evening was nevertheless denied by L'Orfeo, that is partly

because of the Handel starva-

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as it was written to the second Academy

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## WORLD TRADE NEWS

## EC wins new S. African order

RME BARLING

RME Generators has won a follow-up contract to supply a generating plant to Africa, bringing the total to about £120m. This is the second largest of its kind ever in Britain.

## Competition

The new order, which will be completed in the early 1980s, follows one obtained in 1975 for three similar units for the same coal-fired power station.

## Germany enjoys rapid rise in trade with East bloc

RIAN DICKS

GERMANY'S rapidly improving relations with the East bloc countries has reached a point where they are by far the largest part of a surplus on payments absorbing more than exports of capital, to figures issued to-day by the Bundesbank in its report.

When the overall declined by DM16bn. to the surplus on trade with Socialist countries in DM2bn. to DM8bn. in its report.

Not included in West Germany's with East Germany, or both political and reasons is separately inter-German trade.

West Germany's surpluses of more than DM2bn. with the Socialist countries since 1972, with of this earned in trade with the Soviet Union.

White Poland, together with the heavy borrowing by the East European Governments on the European markets, and reminders of the West German banks that the ultimate risks incurred by the loan activities of their subsidiaries in Luxembourg could ultimately fall on their parent banks.

## lish-Swiss coal pact

AVID LASCELLES

IT is believed to be energy development techniques, one of the largest. The two organisations that there is large scope for coal-based energy development in the Third World, and that coal is expected to replace over 50 per cent of the present oil and gas market there over the next ten years.

The first contract has already been signed between the two organisations and Peru for the development of a coal-mining and energy complex at Alto Chicama, with an installed capacity of 450 megawatts. There is, as yet, no price tag on the deal, but specialists believe it could total \$300-3400m. of which \$200-2200m. would be the power plant. Construction could begin in 1978.

## Yugoslav export boost

BELGRADE, July 14.

AVIA is drafting a law that often compete with each other. Under the new law, the majority of business done by Yugoslav concerns abroad will have to be in exports of goods and services from Yugoslavia. An exception to this and other terms will be made for non-aligned countries and developing countries for which the Government will have the authority to reduce such obligations.

## The unsecret of our success



## Building the Pyramid in Britain.

Since 1912, the Bankers Trust Pyramid has symbolised our commitment to financing industrial growth.

It was a commitment that quickly spread abroad.

By the 1920's, Bankers Trust branches in London and Paris were doing a brisk foreign exchange business and engaging in numerous international loans.

Today, our commitment has expanded through an international network covering 34 countries.

Our clients include corporations, finan-

## Fairey in £55m. jet deal

By Michael Donne

FAIREY SA, the Belgian subsidiary of the U.K. Fairey group of aerospace and industrial companies, has reached agreement with General Dynamics of the U.S. on a \$7.5m. (about £55m.) contract for co-production of the F-16 combat aircraft in Belgium.

This follows the announcement earlier this week that Fokker-VFW, the Dutch-based sector of the Dutch-German

Bridget Bloom examines the background to the latest crisis threatening East Africa.

## Amin casts around for a scapegoat

THE DARING Israeli raid on Entebbe airport, the fate of the basically different. The question is whether, in the light of the greatly heightened crisis following the Israeli raid on Entebbe and the events which led up to it, the crisis can be contained.

No one yet knows precisely how Amin, capricious, unpredictable and emotional, will react to the humiliation of the Israeli invasion. Amin has actually

A most complex series of issues are at stake. In the forefront, hangs the possibility of armed conflict between Kenya and Uganda. But also in the balance is the fate of the East African Community, in which Uganda, Tanzania and Kenya are increasingly tenuously linked; the stability of the whole of the Horn of Africa; and relations between the U.S. and the Soviet Union, and between them and African states.

In the 51 years since Idi Amin seized power in Uganda, East Africa's own fragile stability has been under more or less constant threat from what has proved to be Africa's most volatile, unpredictable and brutal regime. Within six months of Amin's coup in January, 1971, Uganda and Tanzania were poised on the edge of armed conflict.

There have been constant crises over the running of the joint services of the three nation Community, while continuing streams of refugees—greatly expanded in the current crisis—have sought escape into Tanzania and Kenya from a system which has depended for its survival on the most brutal elimination of all forms of opposition.

That these crises have so far been contained is principally a tribute to the patience of the Kenyan and Tanzanian leadership. Both have certainly wished Amin gone; Tanzania in 1972 even backed an abortive attempt by troops of the former President Obote to overthrow him. But both President Nyerere and President Kenyatta decided in the end that restraint was needed in the interests of the stability of their own countries, as well as of the region as a whole.

President Kenyatta: furious.

said—in a telephone conversation with the now retired Israeli Colons Bar-Lev, until 1971 a close friend and chief of an Israeli defence mission in Uganda—that a military man he admired the courage and efficiency of the raid.

As a President who likes to consider himself invincible, however, he is clearly deeply embarrassed in his own eyes, in the eyes of his countrymen and many other African leaders. Largely because of the way he has been pilloried in the Western world, they have in the past at least been prepared publicly to support him.

Few doubt that Amin's wounded pride will force him to seek revenge, and to find scape-

goats. The process has already begun. It seems certain that

Mrs. Dora Bloch, the British Israeli

hostage left behind in hospital in Kampala, was murdered at the instigation, if not of Amin, then of some of his army of

sinister gunmen. Civil aviation for months, the almost final straw coming in February, when control tower were summarily

shot within hours of the raid. Col. Toko, Ugandan head of East

Kenya's territory, belonged to

Kenya, touched Kenya on his

way to the coast. The process has already "hunted" down, tortured and the Israeli's about 20 combat ships offshore seems intended

aircraft, mainly MiG 15s and 17s, primarily to boost Kenyan

morale, scare Amin (and perhaps

warn off the Russians).

As a result of the past two weeks' events, President Kenyatta's patience with Amin has finally snapped. Relations had

been on the point of breakdown to an extent countered by the greater efficiency and preparedness of Kenya. It is doubtful

in the wider context and slightly longer term, the current tension in East Africa has

worrying implications. Already there are grave sources of instability further north. President Nyerere in the Sudan

Uganda's northern neighbour, has only just survived the second coup attempt in under a year.

Ethiopia's leaders have effectively ordered the shooting of 13 alleged coup-makers, while the revolution in that country is far

from consolidated and the war in Eritrea continues unabated.

As for the true "host," Ethiopia's weakness has already boosted those Somalis who

would like to take over the territory of the Afars and Issas

with its strategic port of Djibouti, when it gets its

new independence from Libya.

In terms of both sides' foreign support, Libya is certainly the least known quantity. Amin

has received money from Libya, and there are reports of some

Palestinian pilots from there. But there is no confirmation of last week's reports of the

flight of a dozen Mirage fighters and on balance, it

seems unlikely that Col. Khedafi would make an open ended

commitment to help Amin in the event of war with Kenya.

That certainly seems true of Amin's other backers, and indeed those of Kenya too. The Soviet Union has supplied

Uganda with arms and a small training mission, but the Russians have a more secure ally, Somalia, in the area. Kenya has

long standing relations with Britain, which has trained its

forces and supplied arms, but

Foreign Office officials deny that the defence agreement

which once provided Kenya with back-up support in its

campaign against Somalia

is still in force. It is not clear that the U.S. would match the Soviet build-up in the whole area.

On balance, open war between Kenya and Uganda at this stage seems unlikely, if only because

Kenya's forces cannot mount it. Kenya does not want it, and neither do its allies, the Ugandans (and Africans elsewhere) as has been his nose-thumbing attitude to much of the western world. His brutal

despotism has earned him thousands of enemies, but hisunning reliance on his gunmen, and luck in the face of many would-be assassins, has so far preserved him.

If predictions of the wider effects of the present crisis are

difficult, there seems little doubt that it spells the end of current attempts to preserve what is left of the East African Community.

With Ugandan help, one or

other of the Palestinian organisations might try precisely that.

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In the past, the Community has

been one of the most positive

and hopeful developments

towards regional African unity.

A hangover from British rule, the three member states signed

a new Treaty in 1967 providing for a large number of common

services, as well as a common market.

President Idi Amin: "capricious, unpredictable, eman-

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The country's main exports are coffee, cotton and copper. While

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## PARLIAMENT



## DIRECT ELECTIONS

# PM stays cautious on '78 deadline

BY JOHN HUNT

## Car number transfers fee plan attacked

By Justin Long,

Parliamentary Correspondent

MORE CONCESSIONS foreseen by the Government were written into the Finance Bill in the Commons last night, with Ministers doggedly resisting Opposition criticism of the extent of the changes.

The list of amendments and reliefs which MPs were asked to complete by the end of tonight's sitting, included the new rules for stock relief and for life insurance premiums, amplification of gains tax concessions and the modifications of the clauses on fringe benefits for directors and higher-paid employees.

Dr. John Gilbert, Transport Minister, was called into the debate on the report stage, to deal with Tory criticism of the Government's proposals for fixing a fee, yet to be determined, for the transfer of car registration numbers — usually to drivers who like to have number plates featuring their initials.

Opposition criticism was last night Parliament's control over these proposed arrangements, and Dr. Gilbert gave an undertaking to ensure that the fixing of the fee would first be debated in both Houses.

But there were other criticisms from the Opposition. Mr. David Howell, Tory Treasury spokesman, said the Opposition had been appealed to find that 100 civil servants were employed to carry out 50,000 of these transfers, known as "cherished transfers" each year.

He pointed out that meant two transfers per civil servant were processed per day.

Mr. Anthony Newton (C. Braintree) complained that the Treasury was being given power to do much what it liked. He could understand the Government wishing to charge an appropriate cost for the operation, but Ministers should not try to turn it into a profit-making operation.

Dr. Gilbert, replying to the arguments, said there had been an "explosion" in the number of transfers from 5,000 in 1969 to an estimated 60,000 last year.

The whole system had been "thoroughly irregular" and the clause in the Bill was intended to put these matters right with a new basic procedure which would be more efficient.

It was agreed that the Government should put forward an amendment to enable the debate on fee-fixing which the Opposition sought.

## Cabinet 'leaks' inquiry terms

THE PRIME MINISTER yesterday announced the terms of reference of the committee of Privy Councillors which is to look into procedures for handling Cabinet documents, following recent leaks of Cabinet papers.

The committee, under the chairmanship of Lord Houghton, is "to examine the procedures for handling Cabinet and Cabinet Committee papers inside the Government and matters arising therefrom and to see whether these procedures are adequate and appropriate to protect the confidentiality of the documents in question."

## Traffic wardens cost £14m.

COST OF employing traffic wardens in England and Wales is estimated at £14.1m. for 1975-76. Dr. Shirley Sumnerskill, Home Office Under Secretary, said in a Commons written reply yesterday. The figure in 1970-71 was £2,363,000.

DOUBTS ABOUT the possibility of the U.K. meeting the 1978 deadline which had been agreed for direct elections to the European Parliament were voiced in the Commons yesterday by Mr. James Callaghan, Prime Minister, when he reported back on the EEC Council of Ministers meeting which ended in Brussels on Tuesday.

He also assured MPs that he had given no undertaking in Brussels about the way the 81 British seats in the 400-member European Assembly would be divided up between England, Scotland, Wales and Northern Ireland.

Questioned about whether the elections would take place in Britain by proportional representation, he said that this would be a matter for Parliament to decide. But he personally predicted that we would end up by retaining the "first past the post" system which we now had.

On the question of timing, he said he had told the other Heads of Government at Brussels that we would have to keep open the possibility that the U.K. might have to continue to nominate representatives to the Parliament in 1978 if it was impossible to hold direct elections by that time.

The Prime Minister was replying to Labour backbenchers who cast doubts on the possibility of getting the necessary major Bill through the Commons next session or the introduction of the legislation.

Mr. William Hamilton (Lab., Fife East) told him that some MPs doubted whether this could be done when the House was already committed next session to a major constitutional Bill on devolution. He also wanted to know whether members for the Parliament would be elected on a dual or even triple man system which we now had.

Mr. Callaghan agreed that Sir David had a valid point, but added that the Cabinet would have to examine the role which the Boundaries Commission would play in order for the Commission to get the legislation on the Statute Book.

It is for the House to make up its mind, but I have a very odd feeling that we shall stick to the first past the post principle.

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## HOME NEWS

Industrial  
policy  
bikes  
4m.  
deal

vid Fishlock,  
EditorNATIONAL Research  
Corporation has  
a profit of £137.5m.—  
the biggest profit it has  
had on an industrial in-  
vestment from a venture with  
launched in 1972.corporation announced  
that it had sold its 26  
1/2 shareholding in Vickers  
the company's under-  
engineering subsidiary,  
£25m.Peter Matthews, chief  
of Vickers said yester-  
at the sale would give  
greater freedom to  
commercial deals in its  
engineering activities.  
nised the corporation for  
up it had given Vickers  
we were hard up for  
few years ago.Oceans which be-  
a division of Vickers'—  
engineering group in  
the group remains with  
after nationalisation of  
building interests—made  
profit last year.In the current year it antici-  
ates of £38m. to £6m. and  
of about £1.5m.activities involving the  
of divers to the seabed  
submersibles, are capital-  
and now involve the  
of about £3m. for  
seagoing unit of a  
vessel and its pair of  
ables. Since Vickers  
was formed the com-  
is been adding new sea-  
units at the rate of about

## fulfilled

claims to-day to have the  
biggest fleet of submersibles  
a total of five ships and  
submersibles, and will  
another seagoing unit  
the turn of the year.Bill Makinson, chief exec-  
of NRDC, said the company  
was selling its share  
use the technology is well  
lished and the company is  
ing.h new investment in a sea-  
unit meant that the  
ration had to find more  
a quarter of the outlay.

Mr. Makinson

National Research De-  
ment Corporation's invest-  
on Vickers' Oceans was

d only to its investment in

as a source of profit on an

trial investment. With ICL

ide profits exceeding £2m.

## Mortgage rate increase 'cannot be ruled out'

BY MICHAEL CASSELL, BUILDING CORRESPONDENT

THERE WAS no immediate need ordinary share account rate. Net receipts of £200m. to increase the mortgage rate, although the prospect could not be completely ruled out, Mr. Leonard Williams, chief general manager of the Nationwide Building Society, said yesterday.

Mr. Williams, giving his society's results for the first half of this year, confirmed that net receipts had fallen considerably in the last two months.

Figures for last month, due yesterday from the Building Societies Association, but delayed until today, are expected to show receipts of about £130m. nearly two-thirds less than in one month earlier this year.

Mr. Williams said that the level of small savings has fallen as real incomes had been squeezed and the very high personal savings ratio appeared to be declining.

## Less competitive

Societies had also become less competitive for large investments because of the sharp increase in domestic interest rates and the almost simultaneous reduction in the building society

market of maintaining an adequate and stable level of mortgage lending.

In the longer term, therefore, if building society interest rates are not to rise much will depend on the Government's success in further reducing the rate of inflation and restoring confidence in the British economy so that the present high differential between U.K. interest rates and world interest rates can be reduced.

Assets of the Nationwide, Britain's third largest building society, stood at £211m. at the end of June. Receipts from investors in the first six months totalled a record £488m., while withdrawals rose to £279m. from £230m. in the previous six months.

As a result, it would be possible for societies to maintain the present high level of loans for the remainder of the year, with an acceptable reduction in liquidity to about 18 per cent. by the end of the year compared with the present average of around 20 per cent.

"However, we recognise the importance for the housing

market of maintaining an adequate and stable level of mortgage lending.

In the longer term, therefore, if building society interest rates are not to rise much will depend on the Government's success in further reducing the rate of inflation and restoring confidence in the British economy so that the present high differential between U.K. interest rates and world interest rates can be reduced.

At £210m., net receipts showed an increase of 18 per cent. on the results for the same period a year earlier.

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## ge FINANCIAL TIMES REPORT

Thursday July 15 1976

Jeffrey

TEB

## ric ACCOUNTANCY

oming with  
swers

erry Riley

ION, by attacking as also shaken the accounting itself to its foundations. The accountants' answer to the has been rejected. The purchasing power as embodied in the provisional accounting SSAP 7, was consistent and precise. It was also to the layman (and was disapproved, notably to the of over-gear property as.

the Sandlands Committee to their reportember they were saying that current cost was a better method: re saying that accountants important to be left accountants. More pre-views of accountants in industrial management began to diverge seriously from those in the professional or field.

trend was again seen quite recently when prominent many large industrial forces forced the Accountants' Steering Group inside the accounting on deferred taxation 1 which is due to come ce at the end of the year.

Some companies have responded splendidly to the challenge, a few producing full-blooded amplified GCA statements. But many have done nothing, arguing that inflation the change in purchasing power K. is scarcely the first accounting is still a matter for the shareholders' funds and

country to find this out—the debate. So it is, but on the problem was well explored in Germany in the 1920s, for example, and more recently in countries like Brazil. But accounting statements have never been regarded so highly in those countries as they have in the U.K. even to-day in W. Germany fully consolidated accounts are not yet universal.

Now the Chancellor Mr. Denis Healey has had to take emergency and *ad hoc* action to relieve companies of taxation on illusory stock profits. The new Price Code takes a further if arbitrary step away from historic cost accounting by allowing companies to write up their historic cost depreciation by a factor of 1.3. But for the moment inflation accounting is in an unhealthy limbo, with many companies choosing to ignore the requests of the accounting bodies and the Stock Exchange for estimated adjustments for inflation.

The Accounting Standards Steering Committee, for instance, has urged companies — in particular listed companies — to include in their annual reports supplemental statements giving estimates of inflation-adjusted results. Preferably they should use the CCA method, amplified to give indications of the changes in the real purchasing power of shareholders' funds. Or they could go back to GCP.

## Estimates

Meanwhile the Stock Exchange has asked listed companies to give estimates of the value to the company of assets and of the cost of sales adjustment as proposed by Sandlands. It withdrew its initial request for indications of changes in the purchasing power of shareholders' funds, however. This was regarded, on second thoughts, as being too ambitious.

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will apportion this to contributory factors like operating gains separated from the manner in which they are financed. For the year and the gain or loss suffered in real terms in respect of monetary items. But some centres around the position of the individual company. All gains and losses brought right into the main profit and loss account.

The Sandlands system ignores monetary items. In this respect it is somewhat similar in form to the national income accounts which in addition to estimates of trading profits of companies have for some years included figures for capital consumption at replacement cost and for stock appreciation. At this level the question of the profitability

physical assets can be held in the form of equity, and from suppliers of long-term debt. For management purposes this may not be of much relevance when it comes to measurement of profitability. But shareholders are certainly interested in how inflation will influence the gains accruing to them as opposed to suppliers of debt capital.

Here current cost accounting as originally proposed by the Sandlands Committee appears to be a rather unsatisfactory halfway house. Operating gains are struck after charging interest, whereas pre-interest figures might be more indicative of basic returns on assets. And shareholders' earnings do not get the benefit of any growth in debt-financed assets over and above the cost of finance.

Certainly the Sandlands Report has struck sensitive nerves in some parts of the stock market in its suggestion of very low earnings figures and hence, perhaps, a bias against dividends. Stockbrokers Phillips and Drew, for example, have calculated that even in 1975—when current cost earnings will be much higher than in the last year or two—almost half the constituents of the F.T. 30-share Index are unlikely to be able to cover present dividends on a Sandlands accounting basis.

## Needs

One set of problems for the Morpeth Group concerns presentation. There is a need to incorporate a statement of total gains in a way which will satisfy criticism about the extent to which gains are distributable. There is a need to incorporate an analysis of changes in purchasing power of shareholders' funds to satisfy those who argue that otherwise so-called inflation accounting will not deal with inflation, as such, at all.

Another set of thorny problems concerns the practical snags. What is the "value to the business" of an asset? Which of a multitude of specific price indices should be applied to particular assets? How are overseas assets and earnings to be dealt with? Answers to these and many more questions are awaited.

## WORLD REACCOUNTING REPORT

EDITOR: MICHAEL LAFFERTY, A.C.A.,  
OF THE FINANCIAL TIMES EDITORIAL STAFF

New standards, new practices, new problems... All the time, nearly every country changes are taking place. The standard-setting in the UK and US, and the trend towards harmonisation in rope continually pose new and challenging problems to the emotional accounting profession.

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The profession's new Auditing Practices Committee, which is intended to do in the auditing field what the ASC does for accounting standards, is also a CCAB committee.

But for all this co-operation the profession still seems to centre very much around the Moorgate Place headquarters in the City of the Institute of Chartered Accountants in England and Wales, which is the principal and largest U.K. accountancy body.

The public practice side of the profession is dominated by firms of chartered accountants, many of which have offices throughout the U.K. as well as extensive international connections. There are also a number of firms of certified accountants.

Accountancy firms are principally involved in carrying out company audits but the large City-based firms are also extensively involved in management, consultancy, liquidations, receivership and taxation work. Smaller accounting firms tend to provide all-round accounting, auditing and tax services.

There have been many attempts to rank the large accounting firms and estimate their turnover. But few seem to dispute the fact that Peat Marwick Mitchell is the largest firm both in the U.K. and probably in the world. A leading City accountant has estimated that P.M.M., Price Waterhouse, and Coopers and Lybrand all have total fees well in excess

of £20m. each. He calculates that the turnover of Whitney Murray, Thomson McIntosh and Touche Ross is substantially over £10m., while Turquards Barton Mayhew, Arthur Young, Binder Hamlyn, and Arthur Andersen earn in excess of £5m. each.

These are the Institute of Chartered Accountants in England and Wales, the Institute of Chartered Accountants of Scotland, and the Association of Certified Accountants. The other two bodies are The Institute of Cost and Management Accountants and the Chartered Institute of Public Finance and Accountancy.

The accounting system which will eventually emerge from the Morpeth deliberations will aim to combine the current cost method laid out in the Sandlands Report with elements of general price level accounting. A supplementary statement to the CCA figures will analyse the changes in purchasing power of the shareholders' funds and

strengthened

Existing consultative links between all of these bodies, as well as the Institute of Chartered Accountants in Ireland, were strengthened by the formation in 1974 of the Consultative Committee of Accountancy Bodies (CCAB).

The CCAB has recently taken over responsibility for the Accounting Standards Committee, the body which sets accounting standards for British companies, from its founder-body, the Institute of Chartered Accountants in England and Wales.

The accountancy bodies made an historic attempt at integration in 1970 under the Institutes of Chartered Accountants but this failed at the eleventh hour in the absence of an adequate majority from the English chartered accountants. However, since 1974 the profession has found a fairly satisfactory way of overcoming this reverse through the Consultative Committee of Accountancy Bodies (CCAB). This enables the profession to present a united front in public and to the Government.

The profession's new Auditing Practices Committee, which is intended to do in the auditing field what the ASC does for accounting standards, is also a CCAB committee.

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## ACCOUNTANCY II

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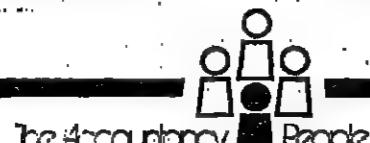
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Based close to London our client is a young, but very successful subsidiary of an American multi-national corporation, operating within a very specialist market. Development of their European activities necessitates that they recruit a Financial Controller to be located in the U.K.

Only a qualified accountant with substantial experience of operating in a European context will possess the abilities to co-ordinate the Company's financial activities. Aged 30-40, the person we are looking for will have strong communicative skills to liaise at all levels of the Company's European activities and preferably possess a sound knowledge of American reporting systems. A proficiency in French and/or German would be an advantage.

Please telephone Geoff Studdert, to discuss this appointment.  
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Friendly House, 21-24 Chiswell Street, London EC1Y 4UB.  
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For further information please contact Ronald Vaughan, A.C.M.A.

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DIA  
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### THE ASSOCIATION OF INTERNATIONAL ACCOUNTANTS

THE WORLD WIDE ORGANISATION FOR ACCOUNTANTS AND THE PROFESSIONAL BODY FOR THE ADVANCEMENT OF INTERNATIONAL ACCOUNTANCY.

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The Secretary-General,  
The Association of Cost & Executive Accountants Ltd  
(by guarantee),  
282 Hermitage Road,  
London N4 1NA

# New era of standards

THE WORK OF THE Account Standards Committee (ASC) has entered a new phase over reports, as part of the general review of company law. Since it was re-assessment of company law established early in 1970, this includes aspects such as the industrial democracy issue completed the first five-year programme of reforms which it set up under the leadership of the possible reform of the securities market. The recent document some loose ends still to be tied itself ranges widely to deal with up, both in reconsidering some social accounting, segmental of the more controversial proposals already put forward and indicators and conflicts in developing accounting standards in areas not so far and his responsibilities to his covered. Essentially, though, the Committee has fulfilled its first main task of removing the most glaring anomalies in accountancy practice and reaching a reasonable consensus on a set of rules governing the main elements of company reporting to shareholders.

Over the next couple of years, under the new chairmanship of Sir William Slimmins, the activities of the ASC will be conducted in a considerably wider context. Recognition of this point has already been demonstrated by the expansion of the Consultative Group of interested parties which provides general guidance to the Committee to include, among others, the TUC. A number of the issues to be debated, though relating to the functions of the accountant in his professional capacity, also involve broader questions where other groups including the Government and the unions as well as company managements have vital interests.

One of the fundamental developments was last year's publication of "The Corporate Report", setting out in the form of a discussion paper some basic ideas on the purpose and content of company reports. This controversial document was a major breakthrough for the profession itself, taking the discussion of the responsibility of accountants on to an entirely new plane and questioning the whole philosophical basis of accepted accounting rules. It has also clearly made a large contribution to the Government's own thinking on the subject as presented in the consultative document recently circulated.

This document, expected to form the basis of a White Paper before the end of the year, pro-

vides a wide-ranging review of

company accounts. It has been

under examination in the fairly

recent past.

It is hoped that an exposure

draft will be published late this

year with a view to being

implemented as a full account-

ing standard for larger organi-

sations for accounting periods

beginning after December 24

next year.

This fundamental reform of

accounting practice involves a

lengthy exercise in taking views

on the current cost accounting

proposals of Sandilands and

threading a way through the

heated debate which has taken

place over the merits of the

system. It is likely to be neces-

sary to arrive at some sort of

compromise, the presentation

of the Sandilands system being

adapted to incorporate some

form of general monetary

adjustments, as has been advo-

cated both by the profes-

sion and by much of the City.

It will occupy much of the

time of the ASC over the next

two to three years, with other

proposals, inevitably to be

largely absorbed for some time

in the Sandilands proposals and

in the wider issues of the cor-

porate report.

The profession has learnt

some important lessons from

the first stages of the account-

ing standards programme, in

which its main concern has

been to overcome immediate

problems. There can be little

doubt that it has also suc-

ceeded in enhancing its own

markedly.

Even in the specialise-

d in accounting practice

have been the main con-

cern of the ASC so far, howev-

er other point which has

clearly is that the sear-

ch for practical methods of re-

al uniform accounting can

be successful if the propos-

forward by the experts

wide measure of general

ment and support. The a-

nts have had to carry it

with them. And in the n

of change it will be ever

important for a broad co-

nt of opinion to support the

mental developments now

horizon.

Michael Bla

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Editor-in-chief: Dr. Anthony G. Hopwood, Oxford Centr

for Management Studies

Partial contents of the first issue JUNE 1976

JACOB G. BIRNBERG and NATHAN M. GANDHI: Toward Defining the Accountant's Role in the Evaluation of Social Programs

EDWARD H. BOWMAN and MASON HAIRE: Social Impact Disclosure and Corporate Annual Reports

MARC EPSTEIN, ERIC FLAMHOLTZ and JOHN J. McDONOUGH: Corporates Social Accounting in the U.S.A.: State of the Art and Future Prospects

LAWRENCE A. GORDON and DANNY MILLER: A Contingency Framework for the Design of Accounting Information Systems

Action Forum: Accounting in a Changing Social and Political Environment

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The range of jobs will be broad, including construction, manufacturing and service companies. Clients turn over from £1 million to £50 million and many are large subsidiaries of U.K. or U.S. organisations. The sophisticated audit procedures used by the London firm are implemented locally in full.

Although ability to speak Arabic would be useful, this is not essential. Qualified accountants (or finalists) of any nationality including British, with large or small firm experience, should apply. Applicants, who may be single or married with or without children, must be graduates.

Please telephone or write to Graham Webster, A.C.A., M.B.A., quoting reference A/297.

**E.M.A. Management Personnel Limited**  
Burne House, 88/89 High Holborn  
London WC1V 6LR.  
01-242 7773

## Finance Manager

£6500 : North West

A major British engineering group requires a Finance Manager for one of its smaller businesses, turnover £1.5m., located near Liverpool.

A qualified accountant aged 30 to 45 is required, preferably with previous experience in engineering industry. The Finance Manager will be responsible for the complete finance and accounting function and will need drive to improve systems and management information and maturity to join a small, largely autonomous management team.

Salary will be £6,500 per annum plus large company benefits. Success in this position could lead to further career development in this major group.

Please write with full details. These will be forwarded direct to our client. List separately any companies to whom your application should not be sent. Ref. B.1266.

This appointment is open to men and women.

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Diversified Group with a turnover around £30m seeks a Financial Director to initiate and control financial policies. The successful candidate will work closely with operating Company Boards and the Group's financial advisers. Salary negotiable to £17,500. Location, Hertfordshire.

Candidates, aged 35-45, will be qualified accountants. They should have experience at the centre of a multi-product Group. Earlier experience at divisional or factory level would be an advantage. Flexibility and business acumen are essential. (11.471)

Candidates male or female should write briefly and in confidence to the Managing Director, Executive Appointments Limited, 18 Grosvenor Street, London W1, quoting reference. No identities divulged without permission.

## Accountant —Commodity Trading Group

A very active Commodity Merchant—dealing mainly in Cocoa—itself part of a large City financial institution, is looking for an Accountant to control its own small group of companies' accounting functions.

Although the successful applicant's prime duty will be that of group accountant there will also be the opportunity for the right person to become involved in general business activities.

The ideal candidate—male or female—will be in the age group 28/35, possess an accounting qualification and preferably have had some experience in the Commodity field.

The salary considered appropriate will be in the £6,500/£7,500 range and there are other employee benefits attaching to the appointment.

Please write giving full but concise details of your age, education and career history and state the names of any organisations to whom your letter may not be sent: B. M. Doyle, Selection Consultant (Ref. 747).

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This is a career appointment and the person appointed will have an outstanding opportunity to make a real contribution to the growth of the Group, and will be expected to do so.

Basic requirements are:

- \* A qualified accountant aged from 38
- \* Substantial experience at the centre of an industrial group employing sophisticated financial planning, control and investment appraisal systems
- \* Some previous involvement in international financing operations and dealing with the City.

Salary negotiable from £14,000 with excellent fringe benefits including a company car.

Brief but comprehensive details of career and salary to date, which will be treated in confidence, should be sent to:

E. J. Robins, The Executive Selection Division - MF688.  
Coopers & Lybrand Associates Ltd., Management Consultants,  
Shelley House, Noble Street, London, EC2V 7DQ.

SUFFOLK

C&L

£27,000

## FINANCIAL CONTROLLER

Our client, in the metal manufacturing industry, wishes to recruit a financial controller, male or female, to act as the chief financial officer and company secretary. The company is a subsidiary of a major American corporation.

The person appointed will be expected to participate as a member of the company's executive management team as well as the European Financial Group in the strategic planning and operations of the company.

We envisage that the successful applicant will:

- \* be a qualified accountant;
- \* be aged 35 to 45;
- \* have proven ability in the fields of financial and management accounting in a manufacturing company with adequate experience in legal and tax matters;
- \* be able to motivate a small but effective team.

Salary is negotiable, together with substantial fringe benefits including relocation expenses where appropriate.

Please write, giving brief but comprehensive details of your career and salary to date, to Executive Selection Division, MD/637.

Coopers & Lybrand Associates (Midlands) Limited,  
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## GENERAL APPOINTMENTS

## INDONESIA

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to go and run one of the Financial Institutions/Merchant Banks established in Jakarta.

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It is most unlikely that a suitable candidate will have had less than ten years' relevant experience and currently be earning less than £10,000 per annum.

Please write to box A5636, Financial Times, 10 Cannon Street, EC4P 4BY.

## Pacific Islands

### Accountant

£7800+

The Gilbert Islands Development Authority wishes to employ a Chartered or Certified Accountant to join its existing team of U.K. qualified accountants. The Authority is a statutory corporation carrying out diverse commercial activities as well as various public services in the Central and Western Pacific.

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Applications in writing only to A. J. McDonald, Hays Allan, Southampton House, 317 High Holborn, London WC1V 7NL, giving age, personal, career and experience details.

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One of Britain's leading engineering companies, facing opportunities for rapid expansion internationally, invites applications to carry out a key function on its Corporate Headquarters Finance Staff in London. The work entails the establishment and monitoring of future budgets and plans for the Company's wide range of operations in the UK and overseas, and also the evaluation of businesses for purchase and sale.

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To apply, please write with relevant career details to Mr. J. Russ at the address below. Please list companies that don't interest you in a covering letter.

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P.O. Box 24,  
Oriel House, Oriel Road,  
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Applications to:

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(PA Personnel Services Ref: GM35076/FT)

The identity of candidates will not be revealed to our clients without prior permission given during a confidential discussion. Please send brief career details, quoting reference number to the address below, or write for an application form, and advise us if you have recently made any other applications.

## PA Personnel Services

Hyde Park House, 60a Knightsbridge, London SW1X 7LE. Tel: 01-235 6060 Telex: 27874



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Consultant

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Replies giving brief career details should be addressed Box No. A5440  
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## FACTORY MANAGER

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International group of companies based in Hong Kong, seek candidate for above post who should possess the following qualifications:

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Deloitte, Haskins & Sells, Management Consultants (formerly Deloitte, Robson, Morrow & Co.), are seeking a number of additional consultants to carry out an increasing range of consulting assignments. Assignments are undertaken for organisations in industry, commerce and the public sector, both in the UK and to a growing extent overseas.

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ance is attached to the ongoing development of consultants by a continuous training programme and by working with consultants from other disciplines within the firm.

Candidates, aged between 26 and 32, must be able to demonstrate that they are above average in technical competence and practical achievement. They must be able to think analytically and constructively, express themselves clearly both orally and in writing, and cope at times with considerable pressures. Candidates must have a good honours degree and/or a recognised professional qualification, plus some 3 years' significant experience.

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## DP

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Deloitte, Haskins & Sells, Management Consultants,  
34 Farringdon Street, London EC4P 4DL.

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Before you apply, please consider the following points: we're looking for real flair and expertise coupled with an exceptional kind of personality but if you still

think you can meet our requirements, write or phone for an application form to Peter Lithgow, Printing and Publishing Industry Training Board, Marin House, Edgar Road, London NW9 5AG. Tel. No. 01-205 0162.

International Treasury  
Management

City c£6,000+Benefits

Major International Bank

Our Client is actively engaged in the provision of professional advice and consultancy to a broad spectrum of multinational corporations on the management of their international treasury operations with emphasis placed on the foreign exchange and international money markets.

Continued expansion of the Treasury Management Group has created the need for a further position to maintain and develop the department's activities. Ideally in your mid 20's and probably with a relevant professional qualification, you will have acquired experience in the dealing room of an International Bank, or alternatively are currently working in the International Treasury of a multinational corporation.

The prospects for personal development within the bank will be particularly attractive to those with personal qualities of drive, determination and tenacity.

For further details in strict confidence contact A.J.Tucker, M.A., A.I.B., on 01-405 3499.

## Lloyd Executive

Brownlow House, 60-61 High Holborn, London WC1V 6EA. Tel: 01-405 3493

## Schlesinger PIMS

has an exceptional opportunity for an experienced INVESTMENT ANALYST to train as an

Assistant  
Fund Manager

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## The Marketing Scene

Office spends £3m.

### Re Busby a call

BY ANTONY THORNCROFT

usual glance at com- "we are trying to change television should have people's attitudes to the telephone." to a bird that phone." like Bernard. This bird, which will be named Busby, has been very successful and half UK homes are now on line, but many of the new telephone owners, especially among the C2, D's, rarely use their new consumer durable—and half the P.O.'s £2,000m. annual revenue from its telecommunications activities comes from charging one more call a year for calls. So while more telephones are rented the average annual number of calls made per phone has fallen from 1,300 (and the Post Office is 300, promoting a year to around 1,200 (and

this year, easily its budget ever. And there will be research, and after the last exercise produced an average level of 87 per cent, according to research, an exceptionally high response. But any success in getting subscribers to make more calls, particularly in the under-utilised off-peak periods, will be swamped by the overall improvement in telephone revenue.

Phillips can already detect the pick-up in the economy in terms of a drop in the number of withdrawals from the service and an increase in new subscribers (who rose by over 4 per cent in less than a year, 1975). He reckons there is a great ignorance about the cost of a telephone call, did some research which suggested that it would be a long time as it really was when they were asked what they thought the P.O. large they agreed on a telephone call was twice as much as the current rate. So the increase in prices has, bought the cost back to what callers reckon to be market price.

past advertising campaigns stressed the cheapness of current television to be backed by a large campaign, adds the campaign of making a call. As Phillips says

### Eggs out of TV

WITH the cost of television to advertisers around 30 per cent, up by a year ago, and the audience for ITV 10 per cent down, the Eggs Authority has some re-thinking to do, says John Nunneley, managing director of the BTA developed Outdoor Advertising Time Sharing (OATS) for use in its new computerised model which attempts at the press of a button, to make outdoor advertising as easy and efficient as its bigger competitor, television and the Press.

It is quite significant, then, that the Eggs Authority is determined to switch its next two advertising bursts, planned for the autumn and winter of 1976, out of television. With its new agency, McCann-Erickson, it has decided that its budget of £160,000 can get better value for money elsewhere, even though it expects higher ITV audiences ratings by the autumn.

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John Daniels,  
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Financial Advertising: Throgmorton Publications Ltd.  
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Frankfurter Allgemeine  
ZEITUNG FÜR DEUTSCHLAND

### Advertising Association Conference opens to-day

## Revived spirits . . . and fortunes

BY ANTONY THORNCROFT, MARKETING EDITOR

THE Advertising Association's jubilee conference opens in London to-day in much better heart than the last such gathering departed from Brighton two years ago. Then advertising was hit by a recession which everyone knew was going to get worse. In addition there was a new Labour Government which, in the person of Shirley Williams, told the delegates to do something about the abuses in advertising—or else the advertising—or else the advertising expenditure would be slapped on controls.

This week we have an advertising revival which is still growing apace, and the future of advertising in Britain produced reforms which have lessened the likelihood of Government interference—at least in the immediate future. It will be surprising if the 800 participants are not feeling rather pleased with themselves.

But then advertising people are notoriously fickle in their moods—a few bad months and they think advertising is a dying business; a revival in expenditure and all the gloom is quickly forgotten. A more rational assessment would be that advertising has come through the intervening period in a much better state than might have been forecast, but that this is still an industry in decline.

The figures prove it. Last year, according to the Advertising Association, total advertising expenditure rose by £67m. to £967m. But this was not enough to halt the fairly persistent fall in advertising's share of the Gross National Product, now down 10 per cent against the 1980 peak of 1.62 per cent. Compared with inflation, 1975 was the second successive year of lack of real growth.

The fact is that advertising follows inexorably the pattern of the trade cycle, but with each turn of the wheel advertising comes out a little less buoyant. At the moment, of course, this is hard to believe. Television, always the first medium to experience the revival, is almost embarrassed by the amount of advertising that is pouring in—£108m. net in the first half of 1976, a rise of 40 per cent on 1975.

The Press, especially display, is now joining in the upturn, and should enjoy a good year, with the prediction of Harold Lind, the Advertising Association's economist, that 1977 will

be just as prosperous for the industry (with the problems perhaps starting by the autumn). With companies in a confident and expansionary mood advertising must benefit, and even the decline in living standards does not seem to be dampening the general optimism or the effectiveness of advertising.

Salaries are comparatively lower compared with the boom years in the early sixties, and there must be worries about the tax. Since this would cripple the present, it is not a likely starter, but not all the political pressures have disappeared.

The Office of Fair Trading has powers which it could introduce without an act of Parliament and these could inhibit various types of advertising, such as classified, and there is always the danger that some rulings from the EEC in Brussels, which seems to be anti-advertising, could suddenly hit the U.K. But in the main attacks from outside are not a principal worry of the advertising industry at the moment.

Alex Jarrett, chairman of Reed International and also of this year's conference, reckons that the major change since the last gathering is that the economic dangers have overtaken the political importance to the advertising industry. "Two years ago we felt threatened by circumstances that we did not have any control over. That threat has gone away—or at least is held in abeyance."

Indeed, Jarrett sees this conference, under its title "What Price Choice" as advertising, and marketing generally, taking the initiative again. That is why in today's sessions at least some relatively informal debates are scheduled. There is the feeling that advertising has proved itself to its own, and perhaps its critics', satisfaction and that now it should go out and sell its skills to a more responsive British industry, or in Jarrett's words "a reaffirmation in the belief of a marketing orientated private sector, and the proper place of advertising in that role."

A less controllable threat is the Government. After the Brighton conference the Advertising Association co-ordinated a levy operation which now raises well-known agencies managed to survive the period of higher costs and lower revenue. Now there is extra caution in recruiting.

Indeed agencies are rather different institutions, concentrating on creative and media functions while their more sophisticated clients handle the main marketing strategy internally. This year, with costs under control and income rising, agencies, in particular the large ones with important television advertisers as clients, should do very well.

The actual structure of the advertising industry has changed little since the 1974 AA Conference. A few agencies have merged; radio has established itself as a successful new medium; the outdoor industry has reformed itself again—but the structure is about the same.

Although advertising generally is out of the firing line certain categories, such as drink and tobacco, are still being affected, and there is the strong possibility of further controls on tobacco advertising. In the background there are also the Labour activists' proposals.

## It's a high-rise '76 for IPC Women's Magazines . . . as home sales go up, up, up...

Mass-market magazines up by 162,260 to 4,960,119

Woman · Woman's Own  
Woman's Weekly · Woman and Home

Home-interest magazines up by 47,225 to 595,667

Ideal Home · Homes and Gardens  
Homemaker · Woman's Journal

And these three leading young-market magazines up by 28,142 to 484,785

Honey · '19' · Look Now

ABC Net UK & Eire Sales, Jan./June 1976 over July/Dec. 1975

In the first six months of 1976, sales of IPC Women's Magazines have risen substantially to give advertisers even more effectiveness in reaching the lucrative women's market.

These sales increases are a practical measure of the respect and affection in which women hold these magazines—and a measure of the confidence with which more and more advertisers are investing in them.

Frank Farmer, Advertisement Director, IPC Women's Magazines, King's Reach Tower, Stamford Street, London SE1 9LS. 01-261 5000.

**Posters need OATS**

AS the Advertising Association's conference opens at the Royal Festival Hall to-day something new and relevant is unveiled in one of the suites, something which will have a much more immediate impact on how advertising works for not a few of the participants. British Transport Advertising is showing off its new computerised model which attempts at the press of a button, to make outdoor advertising as easy and efficient as its bigger competitor, television and the Press.

John Nunneley, managing director of the BTA developed Outdoor Advertising Time Sharing (OATS) for use in its new computerised model which attempts at the press of a button, to make outdoor advertising as easy and efficient as its bigger competitor, television and the Press.

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**Magazine revival**

AS soon as the AA conference closes Pat Barnes, for three months the circulation director of IPC Magazines, is presenting his plans for the autumn, which involve spending £1.5m. on promoting the magazines, much of it on television advertising. IPC is investing the money because it is encouraged by the upturn in sales in the last six months.

After years of steady decline (in five years magazine sales dropped from 2.108m. copies to 1.848m. copies) the figures for the first half of 1976 show some improvement—the top selling *Woman's Own* is up 10 per cent on the previous half year at 1,472,763, with the other women's weeklies showing similar gains.

*Homes and Gardens* is registering a 23 per cent rise. *Honey* is up 21 per cent, and so it goes on. Sales in recent weeks have been hit by the hot weather, but the overall impression is that the total magazine market (and not only IPC) is doing better.

Barnes, coming into circulation from advertising, has plans to stir up a rather traditional marketing area. Much of the plans for the autumn are conventional, such as free gifts with the women's magazines, but when he knows the ropes better he will be aiming at boosting revenue from magazines not so much by the recent method of raising cover prices but by attempting to increase sales.

There are also new titles planned for the autumn—*Successful Slimming*, *Oh Boy* (for older girls), *Krazy*, a comic, *See Saw*, for the nursery, *Roy of the Rovers*, a soccer weekly, and perhaps more.

IN a potentially very important move, Book Clubs Associates, which runs most of the U.K.'s book clubs, is using Massini Polit to devise a regional TV test to promote the book clubs. Television is a recognised way of selling books in the U.S. but over here the colour supplements and the press generally has absorbed BCA's £800,000 advertising budget.

• A DETAILED study of the book and magazine publishing industry is now available from Jordan Dataquest. It not only gives financial details on the main publishers, but there is an introduction by Michael Goldman which summarises all the known information about the industry, such as its £230m. turnover, book plastic zip fasteners.

The survey covers 3,000 research projects on products ranging from abrasive soap to

such as its £230m. turnover, book plastic zip fasteners.

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August 15, 1976

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and  
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in Luxembourg

July 15, 1976



# Mr. Carter toys with incomes policies

NOT sure what effect my Carter will have on the U.S. if he is elected. There is talk of setting up a board straight away. Its powers are still vague, but the idea is to have machinery in place before the next inflationary crisis hits the U.S. It seems that there is no limit to the number of times that people must be taught the same lessons by events.

Some amount of information is coming trickling in about some advice that is.

Mr. Carter, so far presenting a New Look, sellers are trotting out still unchosen policies in determination, and an activist conception that gives rise to certain lessons by events.

Since the disturbances in the world economy brought about by the last boom and the associated oil and commodity price explosion, many countries have been fiddling with incomes policies and "social contracts". Rather than attempt to assess experiments which have only just started, it is better to look first at the most recent completed U.S. experiment with controls and then at two European countries, the Netherlands and Sweden, which have had a long and continuous experience with their particular approach to incomes and are often held out as models to us all. The material which follows comes from a forthcoming book by Mr. Peter Lilley and myself, *The Detention of Incomes Policy*.

## Nixon controls

The Nixon controls of 1974-75 can be disposed of quickly. The background was that the tight money policies initially pursued had brought about a recession; but wage and price increases continued at around 6 per cent. per annum not becoming any faster, but not declining either.

The early part of the Nixon programme from August 1971 to January 1973 either succeeded in suppressing inflation by 2 per cent. to 3 per cent. (compared with what might have been expected from monetary indica-

tion) or led to evasion by quality erosion, depending on one's interpretation of the figures. The cost was borne by profits, and probably by investment and employment as well. During subsequent phases until the end of the controls in April 1974, the distortions were eliminated with no net effect on inflation. But the operation did provide an excuse for expansionary monetary and fiscal policies in the run-up to the 1972 election, which in turn generated a much worse subsequent recession at a much higher underlying rate of inflation.

By contrast, the Netherlands operated a more comprehensive and ambitious system of wage and price controls for a lengthier period than any other Western country. It lasted *de facto* from the end of World War II until the wage explosion of 1983-4.

The environment during that period was uniquely favourable. The Dutch were law-abiding and industrially disciplined. Workers feared unemployment more than any erosion of real wages. Trade unions were weak, divided on religious grounds and committed to co-operation with the Government. Indeed, the legality of strikes was in doubt throughout the period.

Nevertheless, the policy was a failure judged by the usual criteria. During the most intensive period of pay and price controls, 1974-5, Dutch consumer prices rose by the same amount as prices did in Britain. They rose faster than prices in neighbouring Germany and Belgium which did not have an incomes policy. Unemployment was indeed extremely low; but so was it in many other countries without pay and price controls.



Mr. Jimmy Carter: voices urging caution.

Nevertheless, the controls did have other effects. Wage increases were held up during the early stages of booms, only to explode near the peak of labour. This provided a subsidy to inefficient Dutch enterprises which went to the wall during the periodic wage explosions. Because wages did not reflect the true scarcity of labour, investment was of a capital extensive rather than productivity-increasing type. Migrant workers were attracted from low-wage countries and productivity in the Netherlands was frequent regradings and was held down. There was also a chronic labour shortage in certain industries, such as construction. The wage explosion of 1983-4 which effectively ended the post-war policy, was sparked off by the Government's decision to attack the

controls were effective housing shortage by raising wages enough for a time to keep construction wages towards levels and thus create a shortage of labour.

Employers resorted to various hidden devices to circumvent pay controls. The existence of excess payments under piece rate systems was openly acknowledged. But covert inducements included payments in kind, such as offering a new recruit a choice between a washing machine and a refrigerator; and there were frequent regradings and was held down. There was also a chronic labour shortage in certain industries, such as construction. The wage explosion of 1983-4 which effectively ended the post-war policy, was almost exactly the same. The U.K.—which had only the brief Selwyn Lloyd pay pause of 1981—experienced slightly

less inflation, and Germany and the U.S. a good deal less.

The Swedes have, however, avoided the jerky pattern of Dutch wage explosions—thanks probably, to the exclusion of Government and the large role of wage drift in supplementing the central settlement and keeping wages in line with market levels. Such drift has accounted for about half of all the increases in earnings achieved by Swedish employees.

Since the general moral is that under fixed exchange rates, national inflation rates and money supply policies were largely determined by world inflation rates. Those countries, such as Britain or France, which did not play according to the rules, had to devalue from time to time. Incomes policies, if they had any effect, determined things other than the price level. There are *a priori* grounds for arguing that they may either raise or reduce sustainable unemployment levels, but in the two European cases examined they probably had little effect either way (unless one wishes to call the Dutch labour shortage negative unemployment).

The general moral is that under fixed exchange rates, national inflation rates and money supply policies were largely determined by world inflation rates. Those countries, such as Britain or France, which did not play according to the rules, had to devalue from time to time. Incomes policies, if they had any effect, determined things other than the price level. There are *a priori* grounds for arguing that they may either raise or reduce sustainable unemployment levels, but in the two European cases examined they probably had little effect either way (unless one wishes to call the Dutch labour shortage negative unemployment).

There is some evidence that the sustainable unemployment system—like the gold standard of which it was a pale shadow—depended on the myth that countries could not devalue. Old myths are difficult to restore. The question now is whether one can find a new myth or whether electorates can be brought to appreciate the real internal arguments against "printing money." Incomes policy is a diversion, but not a harmless one unless, as in Sweden, it is simply a respectable way of ratifying the result of market forces and is not treated by the Government as a weapon of policy.

Advice for Mr. Carter from his economic counsellors include stimulation of growth, revival of prices and incomes policy to combat inflation, and an experiment with indicative planning.

## Letters to the Editor

cent and improve business relationships into the bargain.

Mr. Forman (July 7) and Mr. Bartlett (July 9), believe that the abuse of trade credit is inevitable, whereas I think it could largely be cured.

It is professionals who have always maintained that trade credit is a cheap and important source of working capital. Amateurs would say: "But sellers merely compensate by increasing future prices." How is the practice of deliberately slow payment any better than slipping the "colleague" for which the penalty used to be death?

It is expected that he will be giving his reserved judgment on July 21.

F. W. Glaves-Smith,  
Field House, Bream's Buildings,  
London, E.C.4.

## Company cars

From Mr. A. Jeebury.

Sir.—On July 9 you reported the amendments tabled to the Finance Bill concerning company cars. In the Government announcement there was no mention of any proposed change for those who have company cars but who do not have a small business mileage. If Mr. Healey's proposals in April to tax these cars at the increased rate of 20 per cent. of the cost is not also amended there will be a considerable injustice, as demonstrated by the following:

Case 1. Business car costing £6,000—user doing, say, 5,000 business miles and unlimited private mileage, would have additional taxable earnings of between £175-£350 depending on engine size.

Case 2. Company car also costing £6,000 but with insufficient mileage to classify as business use. Assume 4,000 business miles and 14,000 total mileage have additional taxable earnings calculated as follows:

£6,000 @ 20% = £1,200 + 10,000 (private mileage) + 14,000 (total mileage) = £867.

In fairness, further amendments to the Finance Bill are clearly justified.

A. Jeebury,  
Hedison, 54 Boundary Lane,  
Congleton, Cheshire.

At the time of their professional advisers. This would of course make Mr. Christie unhappy because he does not like to see jobs in the civil service reduced in number but it would undoubtedly be for the good of the country as a whole.

Jack Ross,  
Manchester.

## Evasion of VAT

From Mr. T. Jones.

Sir.—The general secretary of the Customs and Excise Group of the Society of Civil and Public Servants suggests in his letter (July 13) that the employment of a further 2,000 staff at a cost of £10m. per year would eliminate the majority of VAT evasion.

From my experience as a practising chartered accountant, I would suggest that almost all VAT errors are caused by small businesses which do not employ full-time accountants and where the proprietor has a minimal understanding of book-keeping. Surely the answer is not to employ a further 2,000 staff but to raise the VAT threshold from £5,000 to £50,000 or even £100,000 so that the majority of small businesses are completely outside the scope of the tax. Admittedly this would then give rise to a loss of VAT on the traders' margin, but this would be small in national terms and any such loss would probably be recouped through the increased productivity of the small business, since the proprietor would then be able to devote his attention to the trade in which he is skilled rather than the maintenance of VAT records that he does not understand.

It might be found that with a threshold of £100,000 the Customs and Excise staff involved in VAT could actually be reduced.

T. E. James,  
Chidell and Co.,  
64 South Street,  
Chichester, Sussex.

## Cost of water supplies

From Mr. R. Beale.

Sir.—The letter from the general secretary, Customs and Excise Group Society of Civil and Public Servants (July 13) although couched in reasonable terms has the major flaw that it presumes the necessity for employing 11,000 or 13,000 civil servants to administer VAT regulations. This may be right as long as there are about 2m. registered traders for VAT purposes and as long as the silly system of paying and recovering VAT is necessary at all intermediate stages.

If VAT were a proper sales tax levied at the wholesale level (and possibly on service trades) at 10 per cent. instead of 8 per cent. there would be less than 100,000 registrations, and about 1,000 civil servants would be able to give far more time and attention to each individual registered trader than at present so that evasion (regardless of the alleged levels) would be reduced and the yield would be at least the same.

More to the point, time and energy of the 1.3m. traders who would be deregistered (but who at present have to deal with quarterly returns and the necessary supporting records) would be saved and we would be included.

Ronald Beale,  
Chimneys, 27, Outwoods Close,  
Wegbridge, Surrey.

## An overdue account

From The Chairman,  
British Debt Services.

Sir.—I have been following your correspondence on factoring and credit control with great interest. But it seems we still not got down to the basics.

The trouble with the whole area of credit management is that the same words mean different things to different people. Our first priority, therefore, should be to define our terms.

What is an overdue account? Is it an account that has remained unpaid for 30, 60 or 90 days or, perhaps, even nine months? What is a debt? Is it an overdue statement that has remained unpaid for 30, 60 or 90 days? Is it an account that has been passed to a debt collector?

I'm afraid we've first got to define our basic terms before we can enter into a serious discussion on credit control. And we must do that quickly especially as a number of large companies are beginning to put the squeeze on small and medium size companies by reducing their credit periods dramatically.

Paul Brooks,  
Regency House,  
35, Whitworth Street,  
Manchester.

## Restrictive practices

From the Deputy Director,  
General Office of Fair Trading.

Sir.—Mr. Michael Haywood (July 14) refers to the booklet "A Guide To Registration 1976". The booklet was published by the Office of Fair Trading to give guidance to trade associations, professional bodies, firms and businessmen about the new legal requirements which arose from the extension of the restrictive trade practices legislation, by the Restrictive Trade Practices (Services) Order 1976, to services. This came into effect on March 22, 1976.

The Order brings a very wide range of services into the ambit of the legislation. Mr. Haywood suggests that leases, letting agreements and the like may be included.

ital  
vice  
Daniel Pettit.

Freight Corporation.

One of the key features of industrial strategy being through the National Development Council lifting of priorities from industry to agriculture, etc., one of the priorities is to identify those bottlenecks. This was singled out for mention by the Prime Minister at the meeting on July 7, eve that there is a real that if transport and tonnage suffer as "service" in the resulting bottlenecks could serious and far-reaching which are likely to be in the manufacturing sector. It would be difficult to get access to the ports number of cases, will far equate and it has been a cause of concern that I clearly documents and names can hold up the tonnage of freight. It would be defeating if investment was so directed as to the infrastructure of the port and clearance facilities are essential, not only for exports and vital raw imports but also in service industry efficiently, we also the questions of back-up support to main and spare parts, freight transport industry for improvement accepts the exceptional difficulties there are to its ability to serve other industries. If the difficulties are not right, the goods are only half the story. It is that unless they reach tonnage at the right time the right price, the effort is largely wasted. I have suffered enough in reputation for delays in delivery. Investment is mainly directed to the infrastructure of the port and clearance facilities are essential, not only for exports and vital raw imports but also in service industry efficiently, we also the questions of back-up support to main and spare parts, freight transport industry for improvement accepts the exceptional difficulties there are to its ability to serve other industries. If the difficulties are not right, the goods are only half the story. It is that unless they reach tonnage at the right time the right price, the effort is largely wasted. I have suffered enough in reputation for delays in delivery.

A. A. Darg,  
25, Norfolk Road,  
Edgbaston, Birmingham.

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edit and

lation

Mr. A. Darg.

It was good to have the of the director-general, institution of Buyers (July 7) as subject of trade credit, as this was not surprising because nobody is surprised by slow payment by the buyer. On the other hand, in exchange for payment, could do more money?

chemicals and engineering, ample, where slow payment is, it would be possible to material costs by 10 per

al Freight Corporation,  
House,  
West Portland Street, W.1.

edit and

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Mr. A. Darg.

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# COMPANY NEWS + COMMENT

## Lee Cooper turns in peak £1m.—sees more

RECORD turnover and profits are announced by Lee Cooper Group for the 12 months to March 31, 1976 and the chairman, Mr. H. C. Cooper reports that the current year has been satisfactory to date and should show "worthwhile" increases.

At the pre-tax level, profit improved from £0.64m. to £1.02m. UK activities incurred a loss of £0.25m. (£0.20m. net) while Europe and North Africa returned profits of £1.28m. (£1.04m.).

When reporting first-half profit up from £0.3m. to £0.31m. Mr. Cooper said the outcome for the full year "should certainly not be below those attained last year."

Final dividend per 25p share is 3.25p net, making a total of 4.875p (1.625p) subject to Treasury approval—a two-for-one scrip issue is proposed.

The group makes jeans and casual wear.

1975/76 1974/75

Turnover—U.K.	£2,682,400	£1,678,957
Europe, N. Africa	16,982,156	12,782,000
Pre-tax profit	£0.21,156	£0.20,000
U.K. loss	£58,914	£82,177
Europe, N. Africa	£1,274,670	£1,038,623
Total	£1,857,026	£1,110,623
Exchange profits	£21,523	£19,879
Loss—manufacturing	£10,000	£0,000
Net profit	£0.318	£0.318
Attributable	£0.318	£0.318
After outside interests	£0.318	£0.318

£1.28m. (£1.04m.).

### comment

Earnings doubled and a tripled dividend brought the shares of Lee Cooper up 10p to 110p yesterday.

The increased yield of 7 per cent. is now fully covered and the dividend is due to an exchange rate adjustment. Next year should see the U.K. side turn round into profit, having unloaded unfashionable stock over the past two years.

Demand for denim blue jeans remains buoyant but the cost of cotton, (60 per cent. of the manufacturer's price) has risen by 70 per cent. in the last year. Earnings could rise to about 11p. (from 10.6p), even without further windfall profits from a falling pound.

## Cullen's sales 15% ahead so far

Current turnover at Cullen's Stores is 15 per cent. up on last year's figures, which were inflated by post-budget sales, and it is hoped that various promotional activities connected with the company's centenary year will maintain and enhance this, the directors say.

Costs will continue to rise, but hopefully not in the same proportions as during 1975/76, they add.

Attributable pre-tax profit for February 28, 1976, already reported, rose from £862,233 to £883,274 on turnover ahead from £9.5m. to £13.3m.

After consultation with property advisers, Fawdry and Evans, the directors are of the opinion that the value of the company's freehold properties at the year end would not be less than £5m.

Meeting, Dorking on August 5, a turnover decline of only 10 per cent. Margins of the carpet divi-

### INDEX TO COMPANY HIGHLIGHTS

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Anglo American Asphalt	21	1	Lyncom Holdings	18	2
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Braby Leslie	21	1	Mears Bros.	18	4
BSR	18	5	Moorage Investment	20	6
Carlton Industries	20	7	Neil & Spencer	21	2
Copper (James)	21	4	Provident Life	21	5
Cullen's Stores	18	1	Queen St. Warehouse	18	7
Ever Ready	18	4	Slims Group	21	1
Fodens	20	1	Standard Chartered	21	3
Harris (Philip)	21	6	Sutcliffe Speakman	20	2
International Timber	20	4	Thorn Electrical	20	7

## McCleery L'Amie lower

TAXABLE profit of McCleery L'Amie Group slipped by 20.5m. to £1.7m. in the six months to March 30, 1976, but chairman Sir Desmond Lorimer reports that present trading and indication of future trade is more hopeful. The directors view the second half with "reasonable confidence."

The interim dividend is being maintained at 0.75d. net per 25p share—last year's total was 1.8425p from profits of £1.22m.

Sir Desmond says the full impact of the recession was felt in the first six months.

Textiles are recovering quite well with margins improving, although the incidence of increasing cost of raw material may well have a dampening effect on demand.

The weather is having a depressing effect on the demand for agricultural twine, which was already suffering through world stock carry-over from last year. Demand for the products of the carpet division are at a low level but he is reasonably confident that new products in this field will be of considerable value in maintaining turnover.

Exports are most promising in all areas of activity assisted by the substantial fall in Sterling. Export orders in the past two months represent 60 per cent. of the entire export business done in 1975/76.

The Canadian Foreign Investment Review Agency has consented to the establishment of Amjay Ropes and Twines and substantial progress has been made in establishing the group's manufacturing and merchandising activities in Canada.

The exceptionally low charge for tax arises as a result of the high level of capital expenditure incurred.

### comment

A difficult opening six months, particularly in sales of agricultural twine and carpets, caused McCleery L'Amie's interim pre-tax profit to fall 25 per cent. on turnover decline of only 10 per cent. Margins of the carpet divi-

sion suffered as the company tried to keep its market share while the current dry spell in U.K. and excess stocks in North America adversely affected twine sales. Some recovery in carpet sales is expected in the last quarter when the new polypropylene plant comes on stream. But demand for twines is expected to remain flat.

Meanwhile, textiles are recovering.

Given the improvement in carpets and textiles, McCleery looks capable of maintaining second-half profits of around £1.2m. However, the yield of 7.4 per cent. at 1p. down 11p. takes care of the uncertainties.

1.7m. (£1.22m.).

£1.7m. (£1.2



# Standard Chartered



## Comments by the Chairman, The Rt. Hon. Lord Barber

### THE QUEEN'S AWARD—A TRIBUTE TO THE STAFF

The conferment on the Bank of The Queen's Award for Export Achievement was a particularly gratifying recognition of the success of the world-wide operations of the Group and a tribute to the competence and enthusiasm of our employees throughout the world. That only two other banks have ever received the Award adds to our pride in this fine collective achievement.

### THE YEAR'S RESULTS

The trading profits of the Bank and its subsidiaries for the financial year ended 31st March, 1976 were £85 million.

Net profit of £38.15 million before extraordinary items is well ahead of the forecast at the time of our successful rights issue in February as trading profits are slightly higher than last year and no additional provisions are required.

The total dividend for the year of 5.75p per share (6.75p interim and 9p recommended final) represents an increase over the 1975 gross equivalent dividend of approximately 20 per cent.

Earnings per share on the adjusted capital were 62.5p (1975 48.6p).

In a year of world recession and continued inflationary pressures on costs the satisfactory trading profits reflect very great credit on management and staff at home and overseas.

It has been possible in recent months to look forward with some confidence to an upturn in world economic activity and to further growth in our own operations.

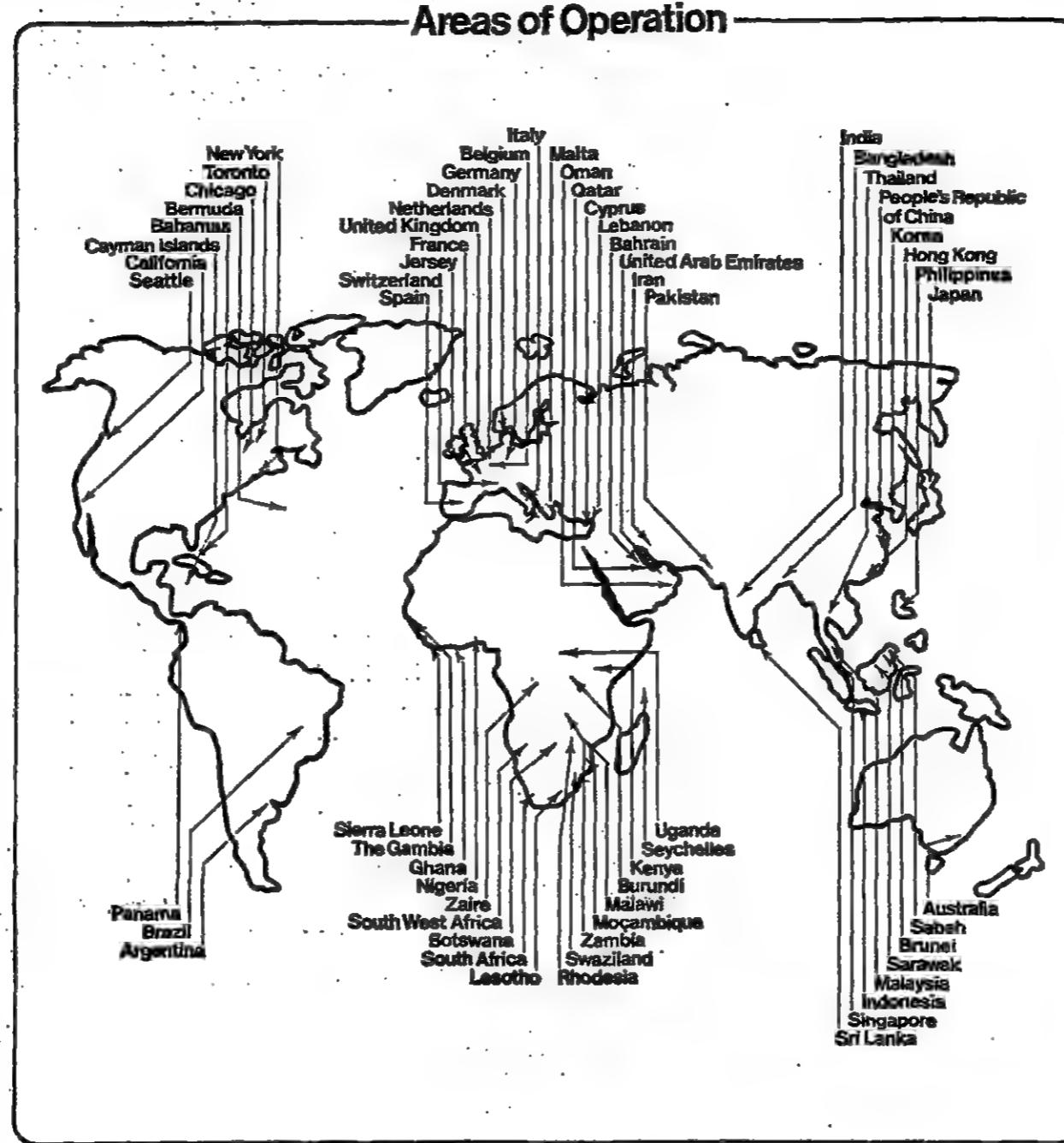
### GROUP DEVELOPMENTS AND STRATEGY

Assets totalled £6,680 million compared with £5,300 million last year. Growth in deposits and advances, both up by more than 25 per cent, indicates success in riding our depressed production and trading levels.

Traditional banking activities continued profitably. Forty-seven new offices were opened. Development of ancillary financial services was pursued in the United Kingdom and overseas.

Early in 1975 we decided to embark on the major task of devising a comprehensive corporate strategy covering all the Bank's activities throughout the world up to 1980. Towards the end of the year an outstandingly successful conference on strategy was held for more than a hundred Directors and senior executives from all over the world.

### Areas of Operation



### THE UNITED KINGDOM—THE STRUGGLE AGAINST INFLATION

Economic events in Britain have been dominated by the struggle to contain the rate of inflation and some success has been registered as compared with the alarming figures of a year ago. It is a measure of the task facing the country that a plea for a reduction in the resources taken by government should be regarded by some as perverse. Without a thriving and confident private sector there is little hope of the rising national wealth which our leaders are concerned to redistribute, albeit in advance of its being earned.

Substantial action on the level of public expenditure would do more than anything else to restore overseas confidence in the long term future of the United Kingdom.

The great financial institutions are only too eager to play their part in the nation's economic revival. In 1975 we saw the raising in Britain of a record amount of equity capital, largely for manufacturing, and the banks are increasingly supplying medium-term finance for industry.

Our own contribution as an international bank will continue to lie in the provision of financing and support services for foreign trade. We shall continue to open more new branches in the United Kingdom for this purpose.

### DIFFERENTIALS AND TAXATION

The notes on the accounts indicate that I waived an increase in the Chairman's emoluments of £6,000 a year, being a percentage increase in line with that granted to all our UK employees in conformity with the then current guidelines. I waived the increase for that particular year because I had already expressed the view that the sudden general increases of twenty to thirty per cent, explicitly permitted by the Government at that time, would seriously exacerbate our economic difficulties. They did.

Looking to the future it must also be said that the incidence of excessively high marginal rates of tax upon senior executives will do this country inestimable harm. I should emphasise that I speak not for myself, because those of my own generation will doubtless continue to work in this country but, having met a host of British executives during my overseas visits, I have not the slightest doubt that, unless something is done soon, the disparity between their after-tax income and that of their British-based colleagues will lead to a considerable exodus of potential top management from this country.

### SENIOR EXECUTIVES IN THE UNITED KINGDOM

The great majority of executives have willingly responded to the Government's call for sacrifice for a period, but it is essential that in the near future the Government should assure them that their enterprise and hard work will once again be rewarded on a scale which at least begins to match that which prevails in the countries of our main overseas competitors.

To be specific, there is now a situation in this Group where we have managers, in Europe, America, Africa and Asia whose after-tax income is greater than that of the London-based Group Managing Director with overall responsibility for Standard Chartered's operation involving some 35,000 men and women in 60 countries around the world.

The penal increase in the taxation of top management which has become operative in the past two years yields an amount of revenue which in itself is of minimal economic significance, yet that burden of taxation, if it continues, coupled with the narrowing of differentials, will ultimately deprive Britain of the quality of management which is essential for economic recovery.

### THE WIDER SCENE

When I reported last year on the international scene we were just beginning to glimpse light at the end of the tunnel. We are this year in the much happier position of seeing a general, and to date balanced, upturn in the major industrial countries. During the year their economies are expected to expand, though the need to contain inflation may mean only gradual recovery. The volume of world trade, which fell last year by around 9 per cent, should recover much lost ground.

The international monetary system still faces grave problems, particularly those relating to currency instability and the debt of the most seriously affected developing countries. Governments must pursue the path of economic and monetary co-operation with mutual understanding and recognition that financial markets, magnificently though they have performed, can carry only part of the burden of adjustment for poorer countries.

Total Assets exceed £6,600 million  
Total Deposits exceed £6,300 million  
1,500 offices in 60 countries  
in Europe, Africa, Asia,  
the Middle East and the U.S.A.

Copies of the Report and Accounts and of the Chairman's Statement may be obtained from the Secretary, 10 Clements Lane, London EC4N 7AB

## Standard Chartered helps you throughout the world

# Fodens loss over £1m.

ANNOUNCING A pre-tax loss of £1.075m. for the year to March 31, 1976, compared with a profit of £44.624m. in the previous 12 months, the directors of Fodens, Cheshire-based makers of commercial vehicles, report that the group is now operating at a profit. The rate of profit is expected to improve throughout the current year, they add.

The loss per share is 15p (8.0p earnings) but "a recognition of the shareholders' support during a difficult year," a nominal dividend of 0.65p a share will be paid, double last year's 0.325p. If existing progress continues, the directors hope to be able to recommend a return to a more normal dividend next year.

Turnover for the year was £25.62m., compared with £28.28m. At the interim stage, a pre-tax loss of £7.009m. was announced, against a profit of £25.000 and the directors said then that little improvement could be expected in the second half. They foresee an increase in demand in the spring of 1976.

Now, the directors say this demand became apparent in January, resulting in somewhat better figures than anticipated for the year as a whole. The current position is one of increased demand and output with a good order book and "some very satisfactory" recent export orders, the directors report.

See Lex

## BOARD MEETINGS

The following companies have made Board meetings in the previous 12 months. The directors of Fodens, Cheshire-based makers of commercial vehicles, report that the group is now operating at a profit. The rate of profit is expected to improve throughout the current year, they add.

### TO-DAY

Intertec—Debenture Corporation, George Davis, George Hards and Hammons, Final—Blaker's (Mallard) Castings, British Builders and Engineers, Applied Ware, Diamond and Steel, Goliath, Wards Industries, Hollies Group, Howells Group, Mitchells Somers, Ratners Jewellers, Alexander Russell, J. E. Sangor, Vitec, Young Austin Young.

### FUTURE DATES

Industries—Gardner and Platt, St. Andrew Trust, Satchi and Satchi Compton, J. E. Sangor, Vitec, Young Austin Young.

### INVESTMENT

Turnover for the year was £22.62m., compared with £28.28m.

At the interim stage, a pre-tax loss of £7.009m. was announced, against a profit of £25.000 and the directors said then that little improvement could be expected in the second half. They foresee an increase in demand in the spring of 1976.

Now, the directors say this demand became apparent in January, resulting in somewhat better figures than anticipated for the year as a whole. The current position is one of increased demand and output with a good order book and "some very satisfactory" recent export orders, the directors report.

See Lex

## Optimism at Sutcliffe Speakman

IT WOULD be unwise to attempt to forecast but Mr. S. W. Livesey, chairman of engineers Sutcliffe, 13.30 p.m.

# Intl. Timber recovering

SPEAKMAN and Co. faces the coming year "with quiet optimism in the knowledge that we possess a splendidly thriving company." More modern plant for the production of slate lime at the Fleet Lane factory in St. Helens is being installed—it will be capable of making a higher quality product and will have a greater production capacity.

As

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turnover

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the

year

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March

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1976,

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£23.6m.

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£28.6m.

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£0.35m.

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Thomaby Leslie  
more active

as been an encouraging sign in the level of activity in the first half of the current year, Lord chairman, tells his annual statement.

A growing demand for the mechanical engineering which accounts for 70 per cent of group and profits. The work civil engineering division in Scotland but elsewhere directors propose to recommend a year dividends 1.3p net an capital in the rights issue and preference shares permission has been

July 7 turnover for to March 31, 1976, on a profit of £1.5m. Sales at Neil & Spencer sees 1.3p

£1.5m. The profit was £1.5m.

had been charged on the of their value to the CCA regulations, which could have been up to £0.45m. However, if on net monetary items credited to profits, it is calculated from the net monetary liabilities the fall in the purchases of monies during the year were three times greater than the majority being sold

Accrion Rooms, EC1, 11:30 a.m.

IMA Group  
ganises

Group, which operates

and Northern Ireland

clothing, sportswear and

textiles, yesterday an-

proposals for a re-

grouping of the group.

involve the formation of

lding company, Slimma

ings, with two separate

Northern Ireland

companies operating as

subsidiaries of the

terland subsidiary

Albion Textiles has

£0.452 6 per cent

cumulative Preference

of which 16,659 shares

1 by Slimma. As part

proposals it is intended

49,273 shares held out-

group should receive a

of 87.1 per cent

indicates that the proposals

implemented by schemes

with the following

Ordinary 23p

Slimma, 1 of Slimma

for each 51 per cent

a preference share, 1.6

cumulative preference

Holdings; and for each

shares share, 87.1p in

proposals are expected to

fectives towards the end

It is intended that

holders of Slimma should

have a second interim

of 1.608p per share in

the year to March 31, 1977.

This would total up to 2.167p per share.

There should be a better understanding of the effects of the

revision of the Price Code in its

final form and figures for the

first three months of the trading

year should also be available.

Holdings. Ordinary of

87.1p in

the first three

has resulted in an improvement in the cash

of Anglo American

Company. Mr. D. Kirby

chairman, says in his an-

the past two years the

concentrated on the

of group activities

now almost com-

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he opportunities for

are being sought.

h 31 cash had increased

27.1% to £52,794 while

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stage that he sees no

the group should not

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record-breaking per-

the group almost

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£50,000 in the year

31, 1976. The dividend

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8.5p a share net. A

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Chairman's statement Page 18

A. Asphalt in strong  
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Chairman's statement Page 18

Lord Barber slams  
high tax rates

THERE IS a danger of a considerable exodus of potential top management from this country unless something is done soon about high tax rates, Lord Barber argues in his annual statement as chairman of Standard Chartered Bank.

The great majority of executives, he says, have responded to the Government's call for sacrifice for a period, but "it is essential that in the near future the Government should assure them that their enterprise and hard work will once again be rewarded on a scale which at least begins to match that which prevails in the countries of our main overseas competitors."

In recent months, however, it has been possible to look forward with some confidence to an upturn in activity and to further growth in our own operations," in the past year, Lord Barber comments, the growth of the group's business was up 11.7% and 15.2% in the previous year. The increase of advances and deposits by over 25 per cent "indicates our success in riding out depressed production trading levels."

Chairman's statement Page 19

The company obtained substantial business at the International Laundry and Dry Cleaning Machinery Exhibition in June and the order position has shown a further increase.

While the directors expect the improvements to continue in the second half, they warn that rapid increases in the cost of services of materials still prevent the achievement of acceptable margins.

The company is resuming dividend payments with an interim of 0.85p net and anticipate a similar final—the last payment totalled 2.0212p in 1975, when profits amounted to a record £578,000.

First half profit includes exceptional profit of £12,000 (£10,000 loss) and is struck after loan stock interest down from £25,000 to £20,000. Tax takes £55,000 (£51,000).

Anderson  
Strathclyde  
potential

Commenting on the U.K. economy, Lord Barber says that action on public spending would "do more than anything else to restore overseas confidence in the long-term future of the U.K." He adds: "The country is certainly an informed critic" of the U.K. financial institutions "are only too eager to play their part in the nation's economic revival."

The pound can be held at the present level, and activity continues to improve, then the current year at J. A. Cropper & Co. should be better and there will be return to profitability," says chairman Mr. J. A. Cropper.

New policies, net of ro-

Association of London increased from 7,265 to 8,229 for the six months to June 30, 1976.

New life and annuity premiums

comprise annual premiums £1,207,000 (£1,283,000) and single premiums £557,000 (£319,000).

New annuity premiums totalled £106,400 (£17,500,000)—new annuities per annum were £313,000 (£556,000).

Recently there has been specu-

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## INTERNATIONAL COMPANY NEWS + EURO MARKETS

## Minimal scope for ironmarket control

VID CURRY

DRS OF EEC central committee did not problem from a rather different viewpoint. Germany, sensitive to money inflows attracted by a strong currency, is preoccupied with the effect of these flows on domestic management of the economy while the French inclination towards more stringent regulation of the ironmarket reflects primarily a concern for the stability of the exchange system. While the group did not discuss regulation with non-EEC members, it did consider what would be a reasonable regulatory zone and decided that any system would have to embrace the Swiss, American, Japanese and possibly Canadian markets to be effective. However, sentiments in these countries are even less favourable than in the words of one group member it is thought that "nothing very much" will happen following the presentation of the report to the two parent committees. The short-term movements group of the committee and committee on the operation of the ironmarket also rule out reaching project of a harmonised supervisory system. It has been decided that the sub-committee was always intended more as a study group than as an action group.

The logic behind the Manchester steel project is obvious once Elken-Spigerwerk's domestic situation is examined. It is among the world leaders in designing and supplying electric smelting furnaces but Norwegian demand for reinforcing steel is covered for some years to come by existing capacity. Steel scrap supplies are limited in Norway, more easily available in Manchester. Most significantly, raw steel costs at the Manchester mill are currently 35-50 per cent of comparable steels in Norway.

In Elken-Spigerwerk's 1975 report to shareholders, diagrams illustrate how in four of the group's six divisions hourly wage costs in Norway have outstripped selling prices during the 70s. Two smaller divisions, mining and consumer products, include companies which it is probably impossible to run at a profit in the future. They are the victims of the cost pressures on Norwegian industry.

The group specialises in the production of ferro-alloys which made up some 35 per cent of the Kr.250m. (£250m.) turnover in 1975. It is one of the world's largest producers and exporters

BRUSSELS, July 14.

of ferro-alloys and electrode markets affected the 1975 result with exports accounting for Kr.730m. of the four works Kr.867m. (£86.7m.) turnover last year.

In this field Norway still offers advantages as a manufacturing base, principally in abundant cheap electric power. Rationalisation and modernisation can keep the Norwegian plants competitive and Elken-Spigerwerk will continue to be the main supplier to the West European steel industry, with which it has long-term contracts at favourable prices.

But the group has been waiting for years for the Government to determine future power policy and indicate the possibilities for expansion. Currently Elken-Spigerwerk is negotiating with the Icelandic Government on participation in a new \$70m. ferro-alloy project, from which it is likely to benefit.

Earlier this year production started at an electrode paste factory in Brazil, in which Elken-Spigerwerk has a half share, and it has a 10 per cent interest in a company planning to manufacture manganese alloys in Gabon.

Ferro-Alloys contributed the

Mr. KARL LORCK, managing director of Norway's Elken-Spigerwerk, group has no doubt that his concern's future lies abroad. Some 60 per cent of its sales already originate outside Norway but the construction of a mini steel mill

Manchester and Elken-Spigerwerk's co-operation in Alcos (G.B.), in expanding aluminium smelting plants in Britain and Holland illustrate the main line of group strategy.

The logic behind the Manchester steel project is obvious once Elken-Spigerwerk's domestic situation is examined.

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In Elken-Spigerwerk's 1975

of ferro-alloys and electrode markets affected the 1975 result with exports accounting for Kr.730m. of the four works Kr.867m. (£86.7m.) turnover last year.

In this field Norway still offers advantages as a manufacturing base, principally in abundant cheap electric power. Rationalisation and modernisation can keep the Norwegian plants competitive and Elken-Spigerwerk will continue to be the main supplier to the West European steel industry, with which it has long-term contracts at favourable prices.

But the group has been waiting for years for the Government to determine future power policy and indicate the possibilities for expansion. Currently Elken-Spigerwerk is negotiating with the Icelandic Government on participation in a new \$70m. ferro-alloy project, from which it is likely to benefit.

Ferro-Alloys contributed the

Kr.450m. but group liquidity was still described as satisfactory, year and to total some Kr.300m. over the next five years.

The group increased net borrowing by Kr.87m. in 1975. Already this year it has taken up a Swiss Franc 60m. loan, a Kr.70m. from the corresponding period last year, but nevertheless rather better than expected.

Aluminium demand and prices improved and it has been decided to start up in September at the Lister works the third pot

room which has been ready for production since the beginning of the year. Consumption of ferro-alloys was also reported to be improving and the management expected an increase in prices during the second half of the year.

Foreign expansion, stock production and obligatory investments in pollution control have been pressing hard on group finance. Manchester steel took Kr.62m. (£6.2m.) for its first

development phase and Elken-Spigerwerk has just announced the purchase of a wire and rod mill in Gabon, Johnson and Fifth

Brown, which will cost over £1m. and lead to expansion of the steel mill.

On the aluminium side the group has a 25 per cent interest in Alcos (G.B.) which is building a new rolling mill at Swansea due to start up later this year.

Alcos has a 50 per cent interest in the two Norwegian smelters. Last year Elken-Spigerwerk and Alcos each received a further 15 per cent in the Dutch company, Lips Aluminium, to give them 50 per cent each.

Environmental improvements are being complicated, however, by growing demands from buyers that sub-contractors from their own countries be employed.

Elken-Spigerwerk's long-term prospects of maintaining the profit level required depend on its dominating position in ferro-alloys and improvements in the aluminium and steel markets. In both the latter fields group strategy is to produce closer to the market in countries with more favourable cost structures than Norway.

## South African borrowings

BEN CAMPBELL

AFRICA has received of gold. He thought that fabrications from the bulk of the Rm. (about \$250m.) foreign currency loans would be raised from the current financial market. Owen Horwood, said in yesterday. Most of the gold will come in the form of term credits of up to 1 year. Senator Horwood said that in view of the payable by South the Eurobond market not particularly in borrowing there.

overall R320m. R175m. a new money, R30m. a loan renewals and will be loans negotiated in the last year but up until after the 2 of the current year in the R320m. applies only to the current financial market. Owen Horwood, said in yesterday. Most of the gold will come in the form of term credits of up to 1 year. Senator Horwood said that in view of the payable by South the Eurobond market not particularly in borrowing there.

## Hungary loan denial

BUDAPEST, July 14.

A TOP Hungarian banker to day denied that East European countries were approaching the limits of the amount they could expect to borrow in the West.

The Hungarian National Bank recently signed in London a \$150m. loan arranged by Bankers Trust International. Dr. Matyas Timar, president of the National Bank, told the Communist Party paper *Nepszabadsag* that the Soviet bloc had only borrowed very modestly in recent years compared to other groups of nations.

Hungary had used up only a modest part of her creditworthiness according to the normal

lending criteria of western bankers he said.

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## Custain Australia issue

By James Forth

SYDNEY, July 14. COSTAIN AUSTRALIA, the building, mining and development group which is 71 per cent owned by Richard Custain of the U.K. plans to raise \$42.5m. through a one-for-four cash issue to shareholders, to finance the takeover of two related home building companies. The move fits Custain's objective to diversify within the overall contracting and construction industry. The shares will be issued at \$A1.25 compared with the current market price of \$A1.90. The issue is the first major floatation to the public in 1976. Directors expect to pay a dividend of at least 9 cents a share on the higher capital compared with 8 cents in 1975.

Earnings rise at Westinghouse

WESTINGHOUSE ELECTRIC second quarter earnings per share rose to 6 cents (47 cents), Reuter reports from Pittsburgh. Net income was \$45.5m. (\$41.5m.) from sales of \$1.55bn. (\$1.43bn.).

## Owens Illinois forecast

OWENS-ILLINOIS said it expects new sales and earnings records in 1976 compared with the \$87.3m. earned on sales of \$32.75m. in 1975, Reuter reports from Toledo, Ohio.

The company based its outlook on slowing inflation and a significant expansion of the Orange, Texas, lumberboard mill to start up late this year or early in 1977. Also a new glass container plant near Syracuse, N.Y., will begin production in the first half of 1977.

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Thirdly, they argue, they would not be allowed to establish affiliations in more than one state without heavy restrictions.

Finally, foreign banks would generally have to participate in the U.S. deposit insurance scheme even though they are only in exceptional cases involved in U.S. domestic bank protection established operations.

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## BOOKS

## Our face of success

BY C. P. SNOW

Worthy by Catharine Dupré, in this interesting and sympathetic biography, thinks that this critical neglect or 'repudiation' made

Plays by John Galsworthy more than normally unhappy. And further, for Mrs. Dupré, he is positive in her opinions, 'he was unhappy because he knew that there was something in what was said against him. He hadn't made the most of his talent, he hadn't gone as deep as a serious writer should, he had accepted convention and sacrificed his art.'

Well, nearly all writers, unless they are megamaniacs, often blame themselves for 'not making the most of their talent'. Nearly all commercially successful writers hanker after critical notices given to others. It makes some very miserable, as did, for example, O'Hara and Steinbeck. And it is true that Galsworthy, in spite of generous nature, and a 'high code of stoical behaviour', did not make any happy life. But there were other literary rewards for that, as Mrs. Dupré points out. Ado, his wife, the original of *Ado*, the figure of *Incarnate Beauty*, and one of the most tiresome women characters in fiction, was enough to make any man unhappy. He loved her devotedly, and even if he hadn't been too 'gentle and lacking in ego not to sacrifice too much for her.'

It is worth remembering also that the writing life has its in-built dissatisfaction. Just as people were easier to befriend after the critical rapture, so those who receive the critical rapture hanker after the commercial success. Just as Galsworthy was in any case, it is amazing how Ford Madox Ford or Conrad must have regarded Galsworthy's 'accidently'. Conrad and Galsworthy maintained a friendship which did great credit to both. It is hard to envy them. There was to be a comic trick of fate.

*Forsters' Sage* turned God's own gift to Galsworthy. Galsworthy was seduced, in his modest fashion, to another world fame. As he made shattering clear, it didn't keep him from killing himself.



John Galsworthy: "decent liberal feeling"

It is now beginning to be a great deal of modish opinion that Galsworthy was for years stupidly undervalued. He was a great writer, but he may be remembered more for his greatest writer has faded right.

It is essential to one whole genre of playwriting—not the mood playwriting which has just had 20 years of vogue, but the playwriting which is hardly enough to work anywhere. To my mind, if we forget *The Man of Property*, Galsworthy's best plays are better than the novels. It is a very great feat to discover a significant social group and remarkably few writers ever manage it.

To begin with, Galsworthy thought he was satirising them. He wasn't. He was communicating them. Thus in his collection of 10 of his plays, with a spirited introduction by Eric Giltell, one can get some idea of their quality, though, of course, they ought to be seen on the stage. They are remarkably effective, too, on TV. It is a reasonable bet that Loyalties and *Justices* will be played for a long time ahead—at least as long as people are interested in a last phase of liberal feeling, fit to be popular in the 1980s.

The second 'plight' of his achievement is his fine archetypal sense. This is a gift constantly uncomprehended by

## Marathon run in time

BY ROBIN LANE FOX

A History of Christianity by Paul Johnson. Weidenfeld and Nicolson, £7.00. 556 pages

In the 10th century you would have found the clergy minding chickens, manning walls, reaping crops and running lives which were otherwise lived in a world of weak authority. Then came Pope Gregory VII. Through his insistence, the Church was finally split off from the state and set on the path of a separate profession. The separation left those inside and outside with a narrower field. They became masters, not merely men of competence. The clergy had the time in which to legislate and pour out laws like the specialists of modern parliaments. The bright minds who stayed outside the Church took Europe into the delighted world of the 12th century. Pope Gregory's reform

is a historical change at the root of European history.

Paul Johnson writes warmly, perhaps too warmly, about the world before Pope Gregory, yet he himself is proof of what such a separation can touch off. In the late 1960s you would have found him editing the holy columns of the *New Statesman*, writing briskly but fusing, one presumes, over print, complaints and overdue copy. Since 1970 he has lived through a Gregorian reform and has now produced three long historical books in the space of six years' undistracted writing. He has become, quite suddenly, the historical author with the widest range in Britain. It would be pleasant to see him in charge of some modern University, applying his energy and new scope to the maintenance of standards and the training of citizens with a historical sense.

His history of Christianity is

most notable as an achievement. Like some marathon medalist in this Olympic year, he has run an immense course and survived thick clouds of witnesses. I think his stamina admirable, his performance rather extraordinary. Between two covers he weaves an amiable narrative from St. Luke to Pope John, from Greek-speaking Judaism to the modern welfare state. Is this the achievement worth reading on you? Most certainly, the Christian groups of later ages tend to be parallel in this book with elements in the early Church. Pelagius, quite aptly, is mentioned beside the evangelisation of America: Montanism (which is misunderstood, unfortunately, even beyond the review of Professor's Freud and Cohen) is invoked for Man, Alexander the Great, Prophets, Wesleyans and much else with which it does not belong.

Naturally, this is not, at the highest level, an important or authoritative book, not in the way that the superb volumes of the paperback *Pelican history of the Church* add up to essential reading for any Christian historian. Paul Johnson aims to summarise recent scholarly perspectives. At times, especially in the minefield of the early centuries, he misses the important study and swallow the second-best. But he is usually sensible. He can make the Christians should have freed all the Roman slaves or made the rich young men give everything away. He is usually hesitant about links between the 'capitalist spirit' and the rise of Protestantism. He writes with a just proportion of bleakness and understanding about the attitude of the Churches in Europe to Nazism and the war; what else could a wicked world, negligent of the Church, have expected? His old fashionedism does not desert him in implying a restoration. The liberal-radical fringe attracts him from Pope John to St. Augustine, whom he treats poorly. He is not always easy reading and favours those abstract 'isms' and papal securities 'ace' which have afflicted other Church histories before his.

It is not enough to call Constantine a 'weird megalomaniac', St. Ambrose a 'superstitious and credulous man with a weird cosmology' or to sum up Julian as a man who 'made the rich young men give everything away'. He is usually hesitant about links between the 'capitalist spirit' and the rise of Protestantism. He writes with a just proportion of bleakness and understanding about the attitude of the Churches in Europe to Nazism and the war; what else could a wicked world, negligent of the Church, have expected? His old fashionedism does not desert him in implying a restoration. The liberal-radical fringe attracts him from Pope John to St. Augustine, whom he treats poorly. He is not always easy reading and favours those abstract 'isms' and papal securities 'ace' which have afflicted other Church histories before his.

What of his standards of relevance? Usually, he stays on safe and slightly stodgy ground. His themes are the relationship of clergy and laymen, of Church and state: was the Christian in the world or against it; prophet, imposter or people's triumphal leader? Is the bishop the only source of spiritual power? Christian mysticism, art, music and liturgy receive far less space, if any. Christianity east of Jerusalem is almost entirely neglected, which is regrettable in the earlier centuries. Icons, relics, saints and Byzantium are also not in the mainstream. But he has a go at the almost chosen peoples in a galling chapter on missionary work.

As for the details, on which an encyclopedic book must lean, many are far beyond my range, and even within our shared scope Paul Johnson winds up with a silver stele speech medal. Error, too, is as endemic in books as it is said to be in non-Catholic man, yet I still note some surprisingly false notes from the pages of Emperor worship to the mental horizons of Constantine. These make me read warily, waiting for the next peculiarity, and taking nothing on trust. As a liberal protestant's general view this book has a spirited movement. No doubt it will be even more accurate when it comes out in paperback, purged, too, of the many misprinted proper names, with a comparative study of the Chris-

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## CANADIANS

**BUILDING INDUSTRY—Continued**

**DRAPERY AND STORES—Continued**

**ENGINEERING—Continued**





## Amin tells another diplomat to get out

BY BRIDGET BLOOM, AFRICA CORRESPONDENT

BRITAIN'S Acting High Commissioner in Uganda, Mr. James Horrocks, has been told to leave Uganda by President Amin. He is the second British diplomat since the weekend to be ordered to leave the East African state.

On Monday, Mr. Peter Chardley, a second secretary of the High Commission and two others so far unnamed Britons were expelled. The Ugandans have not given reasons in either case, although President Amin has alleged that Mr. Horrocks had knowledge of the Israeli raid 10 days ago on Entebbe airport—a charge roundly denied by the Foreign Office.

According to the Foreign Office, Mr. Horrocks had explicitly told the night of the Israeli raid that he was attempting to drive to the airport to investigate. He was stopped some miles from the airport, and at the request of the Ugandans spent the night in their custody.

The demand for Mr. Horrocks' withdrawal came yesterday afternoon, when an official from the Ugandan High Commission in London telephoned the Foreign Office to say that a formal note would be delivered. Earlier, the Foreign Office had said that despite General Amin's criticism

of Mr. Horrocks, the acting High Commissioner was being advised to stay in Kampala.

While Mr. Horrocks' withdrawal indicates a further deterioration in Anglo-Ugandan relations, the indications in London are that Britain will not use this occasion for a formal break in diplomatic relations with Uganda.

Mr. Anthony Crosland, Foreign Secretary, returned from the European summit on Monday evening expressly to conduct a review of the Ugandan situation. It is understood that the review is complete and that a decision has been taken to try to take the heat out of a potentially explosive situation.

### Opinion

Although few details are being released in Whitehall, there is clearly continuing concern over the position of about 550 British citizens in Uganda. Another concern may well be the possible effect on African opinion in general in the wake of the Israeli raid on Entebbe. The raid, and vocal Western support for it, has aroused resentment in certain African countries which the Foreign Office may feel would be

exacerbated if Britain were to choose this moment to sever links with President Amin's regime.

In Nairobi, about a dozen Britons have arrived from Uganda on an East African Airways scheduled flight. Although they said that the situation in Uganda was tense, they declined to comment further because they had friends there.

In Kenya, too, the situation was tense yesterday, although reporters visiting the main frontier post between Kenya and Uganda said there was no visible evidence of troop build-up on either side. However, there were small groups of Kenyan refugees fleeing Uganda.

Other reports said that Uganda was holding up supplies of petroleum in transit to Zaire, Rwanda and Sudan, presumably because Uganda is desperately short of petrol.

In Nairobi, police are reported to have rounded up about 900 people. An undisclosed number were released. Police declined to say whether the swoop had been directed against Ugandans, who are reported to have agents infiltrating Kenya.

Other developments Page 6  
Editorial Comment, Page 16

## Drought Bill will give powers to cut supplies

BY JAMES MCDONALD

THE GOVERNMENT'S Drought Bill, published yesterday, will deal with the country's worst drought since records began by giving water undertakings powers to cut supplies in two stages in their areas.

In the first period, the authorities will be able to limit or prohibit the use of non-essential uses such as swimming baths, golf courses, parks and sports grounds, and public buildings.

The second class of order under the Bill covers a local water emergency when rationing can be imposed, or supplies cut off.

As reported yesterday, the Welsh National Water Development Authority has already announced that from Monday homes in parts of the county of Gwent will have their water supplies cut off between 7 p.m. and 8 a.m. because of the drought.

There is also a risk that areas of western Cardiff and the eastern parts of the Vale of Glamorgan may suffer similar cuts during late August.

But the Drought Bill stresses that water undertakings can act only on the approval of the Environment Secretary, Mr. John

Mr. Silkin stressed that the drought was a regional problem. The Thames area appeared to have an abundance of water, with the worst-hit areas East Anglia, Wessex, Yorkshire and the South West.

He knew of only one prosecution for using water when restrictions were in force, but six cases were pending. Even in the strictest emergency, agriculture, horticulture, food processing and industry would get a very high priority.

It will be an offence, however, under the Bill, to take or use water contrary to prohibitions or limitations imposed under an Order. The penalty on summary conviction will be a fine of up to £400.

On indictment there can be an unlimited fine. It will be a defence if anyone accused can show that he took all reasonable precautions and care to avoid committing the offence.

It is likely that the bill will be passed over the weekend, so far this year is less than one-third of the average over the previous five years, the Department of the Environment said.

## MFC liquidation advice considered

BY JOHN WYLES, SHIPPING CORRESPONDENT

TO be considering informal advice and 10 others are sailed under from within Maritime Fruit Carriers, the troubled Israeli-American shipping company may be a suitable case for liquidation.

The source of the advice is understood to be a senior manager who has made a detailed study of the company's affairs. In situations such as these the Department of Trade has powers to investigate and to petition the High Court for a company to be wound up.

MFC has been fighting against a worsening cash crisis for nine months. Following action by creditors it has lost control of all but one of its 37-strong fleet of reefer (refrigerated) ships.

Six of the ships have been taken over by banks acting on behalf of the Government, which has guaranteed £35m. loans for MFC. These vessels

## Four Bills may be guillotined

By Richard Evans,  
Lobby Correspondent

THE GOVERNMENT is considering curtailment debate on four major Bills to try and ensure that it gains all its programme of legislation this session.

The Cabinet will decide to-day whether to adopt a controversial proposal to guillotine "two pairs of Bills" next week so that they will be ready for the Lords when the Upper House returns in September.

The four measures are the Aircraft and Shipbuilding Industries Bill and the Education Bill, obliging all local authorities to introduce schemes for comprehensive schools; the Dock Work Regulation Bill and the Agriculture (Miscellaneous Provisions) Bill abolishing tied cottages.

The reason for introducing two guillotines each curtailing debate on two Bills is that there are Parliamentary precedents for this.

There will be Opposition fury at the imposition of a guillotine or timetable motion on any contentious Bill, but a multiple guillotine on all four Bills would have led inevitably to break up all Parliamentary relations by the Tories.

The decision to get the four Bills moving has been delayed until next week in the hope that the Thurrock by-election will increase the Government's overall majority by one. The result in what has always been a safe Labour seat will be decided to-night.

The Government's majority over all Opposition parties is one, but with some Labour MPs off sick, the whips were not sufficiently confident of carrying a guillotine motion.

Mr. Michael Foot, Leader of the House, is expected to announce the Government's plans to the Commons today where he might also confirm that the Commons will sit until the end of the first week of August before adjourning for the summer recess.

MPs are also expecting a recall in mid-September and again after the two major party conferences.

THE DEPARTMENT of Environment last night published proposals which could lead to a significant increase in development of superstores and hypermarkets.

Announced that it was circulating local authorities and other interested parties with a draft of a revised policy note dealing with the development of large stores on land which could be used for industrial purposes.

Only 2.5 per cent. of total grocery sales now go through superstores (usually defined as a single-storey shop with a sales area of over 30,000 sq. ft.) and hypermarkets (stores with a trading area of over 50,000 sq. ft.). But all the big supermarket groups, Tesco, Sainsbury, Dixons and the Co-op, are interested in developing more of these larger stores which, by virtue of the economies of scale, are cheaper to build and operate than traditional town-centre supermarkets.

Though the proposed revised advice to local authorities states that, in general, large, efficient stores are to be welcomed, it says that there is a need for the careful assessment of the likely effect of a proposed new store on existing shopping facilities.

It also states that it is important to set such developments in the context of shopping locations generally and to consider the pattern of shopping centres in relation to the planning objectives for the whole area over which the new development may

## State buys more Burmah North Sea oil assets

BY RHYTH DAVID

THE BRITISH National Oil Corporation will join the league of North Sea oil operators following the agreement announced yesterday for the purchase of further substantial assets from Burmah Oil.

Burmah, which sold its 21 per cent. interest in the Thistle Field to the State oil company in March for £55m., will get a Government guarantee of finance for developing its remaining 35 per cent. of its interests in the Thistle Field and two adjacent oil accumulations.

BNC is also taking an interest in Burmah's other UK continental shelf assets through the acquisition of 95 per cent. of the share capital of Burmah Oil Development Limited (BOLD), the company's oil exploration arm. An option will remain open for BNC to remain a 15 per cent. share capital.

The move, which was announced yesterday by Mr. Anthony Wedgwood Benn, Secretary for Energy, will effectively end the North Sea operating role of Burmah, which was forced by cash problems last year to approach the Government for help.

Burmah will retain its interests in the North Sea as a partner in a number of blocks, including its 35 per cent. share in the Thistle Field. Under the terms of the deal an advance payment of £25m. was made by BNC yesterday for the Thistle stake. The balance will be paid as documentation is completed in the next few weeks. The valuation of Burmah's continental shelf assets to be acquired through BNC's purchase of BOLD has yet to be worked out, however, with the result that the final payment to Burmah will be somewhat higher.

## THE LEX COLUMN

## Thorn back on the growth path

Index fell 0.4 to 389.1

strengthening the bal-

Fodens

Fodens is currently a profit of sorts and hopes to pay a 10 per cent. dividend this year, doubled the payment in 1975, but the shares moved at 18p yesterday, judge by the intense Fodens remains a geared as ever, while losses take net worth £1.5m. When last put, assets stood at 17.5m., a sum of last July's inci- injection of £1.5m. amounted to £8.5m.

Of course, the exercise was always to take several years, as thing Fodens may be ahead of the recovery, looked possible, a y. Vehicle output has at 40 units a week and is in strict contrast to figures which show a 1976 production to 40 per cent. at th (Fodens) end of th Meantime, the institut stand to end up with cent. of the ultimate are letting Fodens get the job. Shareholders have a yield of 5.4 per cent. the current market c

### Standard Chartered

The buoyancy of Standard Chartered's balance sheet suggests that the need for its February rights issue was more pressing than seemed the case when it was announced. Within the £31 million cash injection, the group's free capital ratio would have fallen from its March 1975 level of 2.3 per cent. to 2.1 per cent. As it is, it rose to 2.6 per cent. which is still somewhat less than observers had been expecting.

The reason lies in the expansion of the balance sheet with deposits and advances growing by a quarter. To have produced a free capital ratio of 3 per cent. Standard Chartered would have had to hold last year's deposit growth to under 10 per cent.

Colour TV manufacturing remains dull—Thorn expects the UK market to fall a further tenth this year following a drop of nearly a quarter in 1975-76. And the audio business is having a very rough time. But production levels have been cut, with the UK workforce down 7 per cent. and there is £6m. of loss elimination to come this year. By contrast the domestic electric appliance side remains surprisingly strong, with sales rising by about 30 per cent. and profits would have been a couple of million higher, but for some special costs in the retailing interests.

If the upturn in the world economy and further depreciation in sterling do put pressure on the group's capital ratios, raised £1.5m. in South Africa, while the 1976-77 probably around 4.

Apart from a dollar deli- special costs in the retailing interests.

All this adds up to a significant advance in 1976-77. There are plenty of other ways of through a rights issue to

## LOB: the "why go, where to, how much, who'll go, what next" of moving office jobs out of London.

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### Weather

U.K. TO-DAY  
SUNNY PERIODS, occasional showers. Cloudy early, with some rain, in C. and E. England.

London, E. Anglia, S.E., Cest. S., Cest. N., E. N.E., England, Borders, Midlands, Channel Is.

Cloudy at first, rain in places. Becoming brighter later. W. Occasional showers later. Max. 23C (73F).

Wales, N.W., S.W. England, Lakes. Sunny periods, occasional showers. Max. 20C (68F).

Scandinavia, France, Italy, Spain, Portugal, E. Africa, S. America, Australia, New Zealand. Sunny periods, occasional showers. Max. 25C (77F).

Orkney, Shetland. Bright periods, occasional showers—heavy at times. Max. 18C (64F).

Outlook: Sunny intervals. Showers. Becoming mostly dry in S. later. Becoming warm in the S.E.

Lightning-up: London 21.42, Manchester 22.01, Glasgow 22.23, Belfast 22.23.

Pollen count: 3 (very low).

### HOLIDAY REPORTS

Yester- mid-day Yester- mid-day Yester- mid-day

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Barcelona 27 81 Lloret de Mar 27 81 Palma 27 81

Bari 27 81 Lusit 27 81 Madrid 27 81

Bari 27 81 Malaga 27 81 Zaragoza 27 81

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